Simplicity

The American Beauty Look

35c

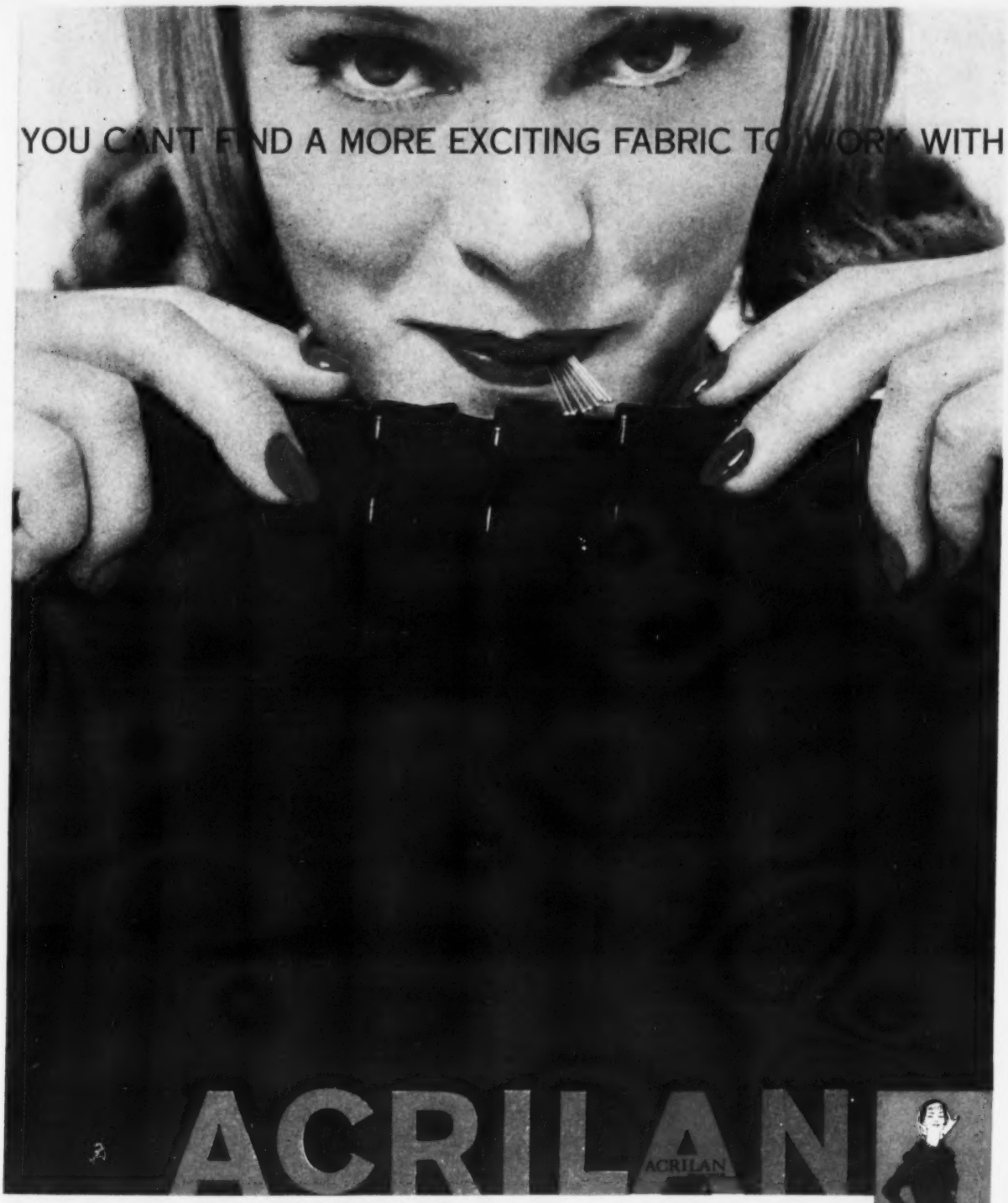
The fashion magazine for women who sew

1958 Spring Pattern Book

— wrinkle-resistant — need little or no ironing — all in Companion Colors
In ready-to-wear and by-the-yard at fine stores near you. Look for this tag.

AVONDALE

By CRAIG CASUALS Dress in Dublin, coat in Lurex Tweed. Write for pattern numbers, for similar styles. Avondale cottons are guaranteed to be as represented. If for any reason you are not satisfied, we will replace fabric or refund purchase price. Avondale Mills, Comer Building, Birmingham, Alabama.



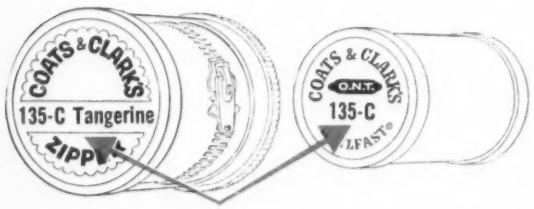
It's wash & wear jersey of 100% Acrilan®! Here's the point: pleat it, drape it, tailor it soft, tailor it neat—this rich, supple jersey holds fashion and fit right through a lifetime of machine-washings! Just a warm-water setting, a chance to drip-dry, and it's like new again. Ready to go with little if any ironing. The secret? Acrilan acrylic fiber by Chemstrand: it makes jersey beautiful, makes it behave! Sew a wardrobe of wonderful separates soon.

FABRIC: "CRILANA," SAG-NO-MOR® JERSEY OF 100% ACRILAN BY WYNER. APPROXIMATELY 20 COLORS, ABOUT $2.25 A YARD. SIMPLICITY PATTERN #2175.
AT THESE AND OTHER FINE STORES EVERYWHERE:
ATLANTA, GA., DAVISON, PAXON CO. • BOSTON, MASS., JORDAN MARSH CO. • BROOKLYN, N. Y., ABRAHAM & STRAUS • CHICAGO, ILL., MARSHALL FIELD & CO. • DETROIT, MICH., THE J. L. HUDSON CO. • HOUSTON, TEXAS, FOLEY'S • INDIANAPOLIS, IND., L. S. AYRES & CO. • LOS ANGELES, CAL., THE MAY CO. • MINNEAPOLIS, MINN., L. S. DONALDSON CO. NEW YORK, N. Y., BLOOMINGDALE'S • PHILADELPHIA, PA., STRAWBRIDGE & CLOTHIER • PORTLAND, ORE., MEIER & FRANK • ST. LOUIS, MO., STIX, BAER & FULLER • SALT LAKE CITY, UTAH, AUERBACH'S • WASHINGTON, D. C., WOODWARD & LOTHROP.

For free booklet, "What do you want to know about Acrilan," write to Box SP, The Chemstrand Corporation, 350 Fifth Avenue, New York 1, New York

THE CHEMSTRAND CORPORATION, 350 Fifth Ave., N.Y. 1 • Plants: ACRILAN®ACRYLIC FIBER—Decatur, Ala. • CHEMSTRAND®NYLON—Pensacola, Fla.

DYED TO MATCH BY COLOR-NUMBER



Only Coats & Clark's Zippers and O.N.T. Boilfast Thread are *dyed to match* each other and fashion fabrics to give your sewing a custom-made look . . . and give *you* trouble-free shopping. See-Thru Paks in a Self-selector display let you see *all* the colors—match fabric and zipper *at a glance*. Easy matching of zippers and thread, too—just pick the same color-number on the labels. Ask your store for the *easy-to-match zipper!*

MAKE YOUR TIME COUNT, MAKE IT WITH **COATS & CLARK'S ZIPPERS O.N.T. THREADS**

Burlington Retail Fabrics

NYSILA BY BURLINGTON

Wait 'til you see the lush Spring prints in NYSILA Crepe, Burlington's very own blend of Celanese acetate and nylon. French-inspired prints, lovely florals, modern geometrics, delicate watercolor prints, all a-bloom in Spring's most-wanted colors! See it, feel it, make it yours—wherever fine fabrics are sold!

BURLINGTON RETAIL FABRICS COMPANY, *a member of Burlington Industries,* 1407 Broadway, New York 18, N. Y.

ROSEWOOD FABRICS, Inc.

Sew Arnel and cotton for Summer fashion

Summer by the yard, in a made-for-the-sun fabric of Celanese® Arnel® triacetate and cotton. From your first scissor-snip 'til you pack it away for next year, Check-A-Nel makes your summer wardrobe easy-going and easy-sewing. It's packing-perfect (shuns wrinkles, irons easily), keeps you crystal-cool and fresh all day long! Check-A-Nel, in bold sunny plaids or tiny checks, $1.49 a yard. Ardana, in matching plain colors, $1.49 a yard. Kobble cloth, a nubby version of the same summertime fabric, $1.69 a yard. In lots of colors at fine stores everywhere. Simplicity pattern #2105.

nature knows best

Sandhurst 828 printed dress linen | Roedean 859 embroidered dress linen | Holloway 955 embroidered dress linen | Sandhurst 818 printed dress linen

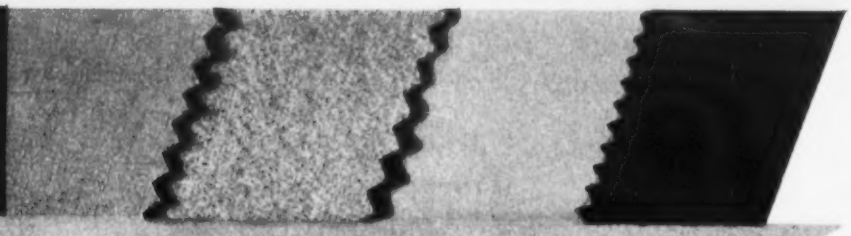
Moygashel linen is nature's own miracle—not man's imitation. It is real linen—experience blended with skill to make a notable fashion material that is 100% linen. Selection includes yarn dyes, piece dyes, hand prints and embroideries. See them all where fine fabrics are sold. Moygashel Linens, 10 E. 39th St., New York, N. Y.

dress linens by MOYGASHEL

Make the most of spring with the right fashion picture!

THESE COLORS

Some vivid, some soft . . . all unmistakably new



THIS HAT-AND-GLOVE MOOD

Hats reminiscent of the '20's, gloves short, white or pastel

THIS KIND OF SHOE

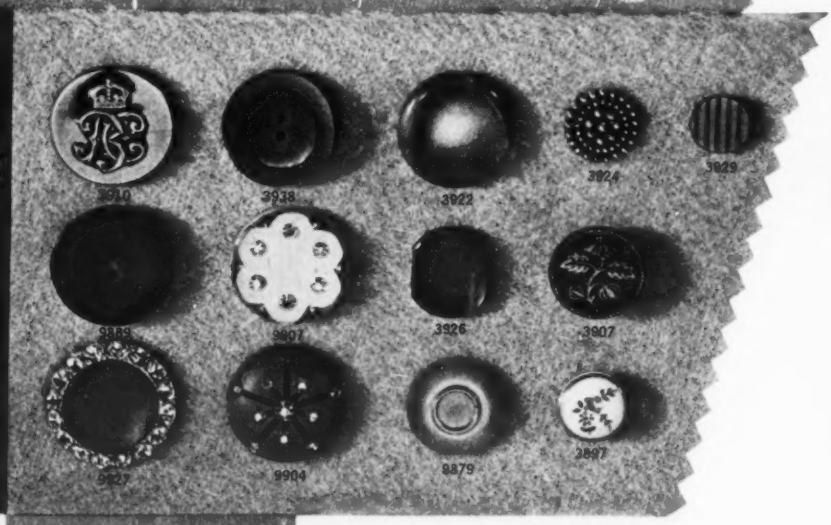
Pointed, ladylike, and often . . . ornamented

THIS BASIC SILHOUETTE

Free and easy body lines, beautiful draping

and these La Mode Buttons

to complete your fashion picture. Styled for Spring 1958 in newest shapes and colors, designed for every purpose, priced for every purse.



La Mode
BUTTONS
Since 1897

French-American alliance: House of Francis Winter et Cie., leading Paris accessories authority and La Mode fashion buttons.

B. BLUMENTHAL & CO., INC. 1372 Broadway, New York 18, N. Y. Also creators of famous Le Chic staple & fashion buttons. Look for these buttons at your favorite store . . . or write us!

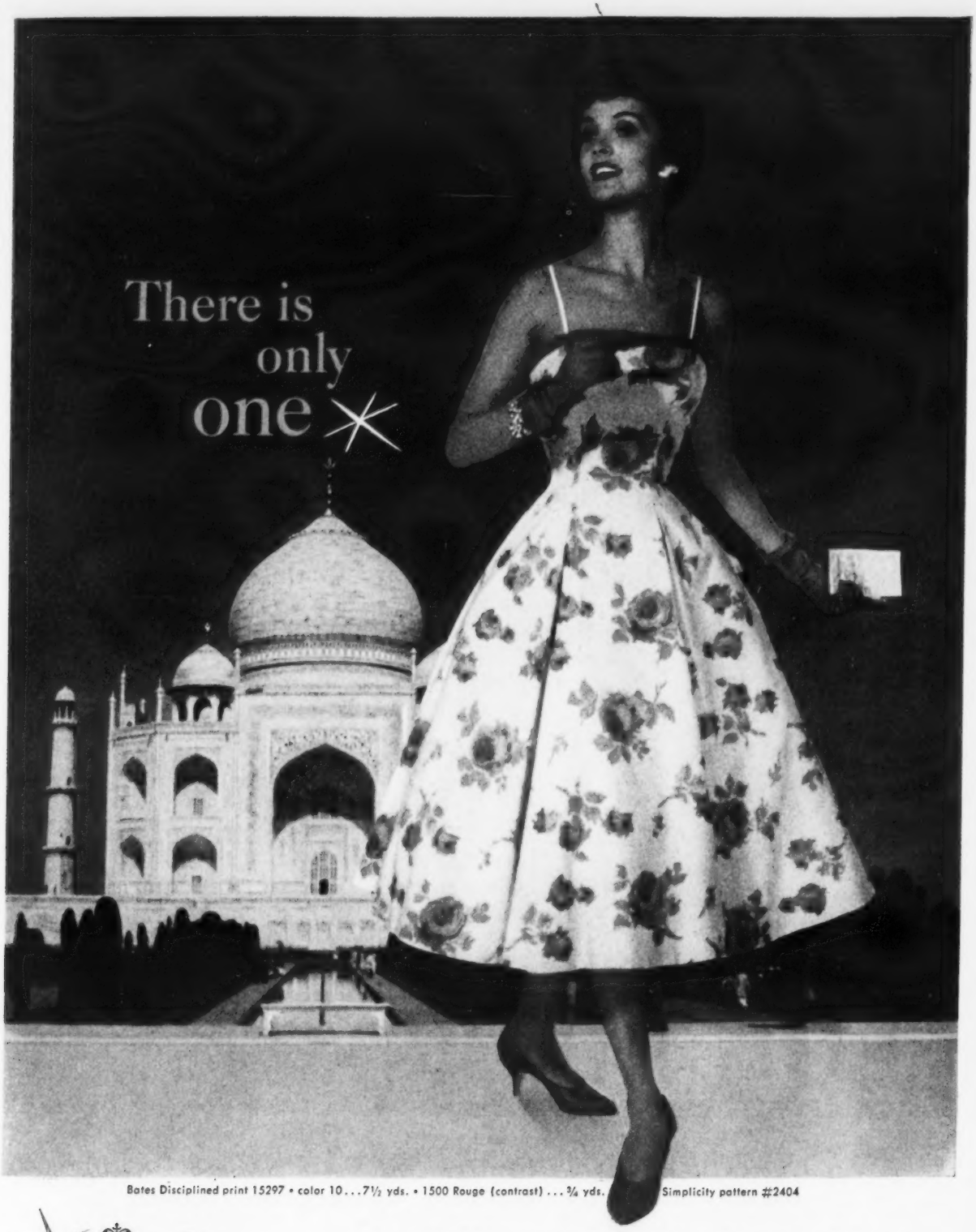
Slim playsuit and extravagant wrap-around skirt, a chic partnership in print cotton of magnificent texture and coloring. Simplicity Pattern 2073. In Suttalina 100% cotton, with a nubby texture interest, crease resistant and requiring little or no ironing. Approximately $1.40 a yard at the finest fabric counters. WAMSUTTA MILLS, 1430 Broadway, New York 18, N. Y., Division of M. Lowenstein & Sons, Inc.

Wamsutta®

AMERICAN SCENE: PASTORAL IN "SUTTALINA" PRINT BY WAMSUTTA

Guaranteed by Good Housekeeping
AMERICAN INSTITUTE OF LAUNDERING CERTIFIED WASHABLE
Burlington QUALITY
SMART MONEY BUYS E&W BRANDS

ELY & WALKER
St. Louis 3, Mo.
A member of Burlington Industries, Inc.

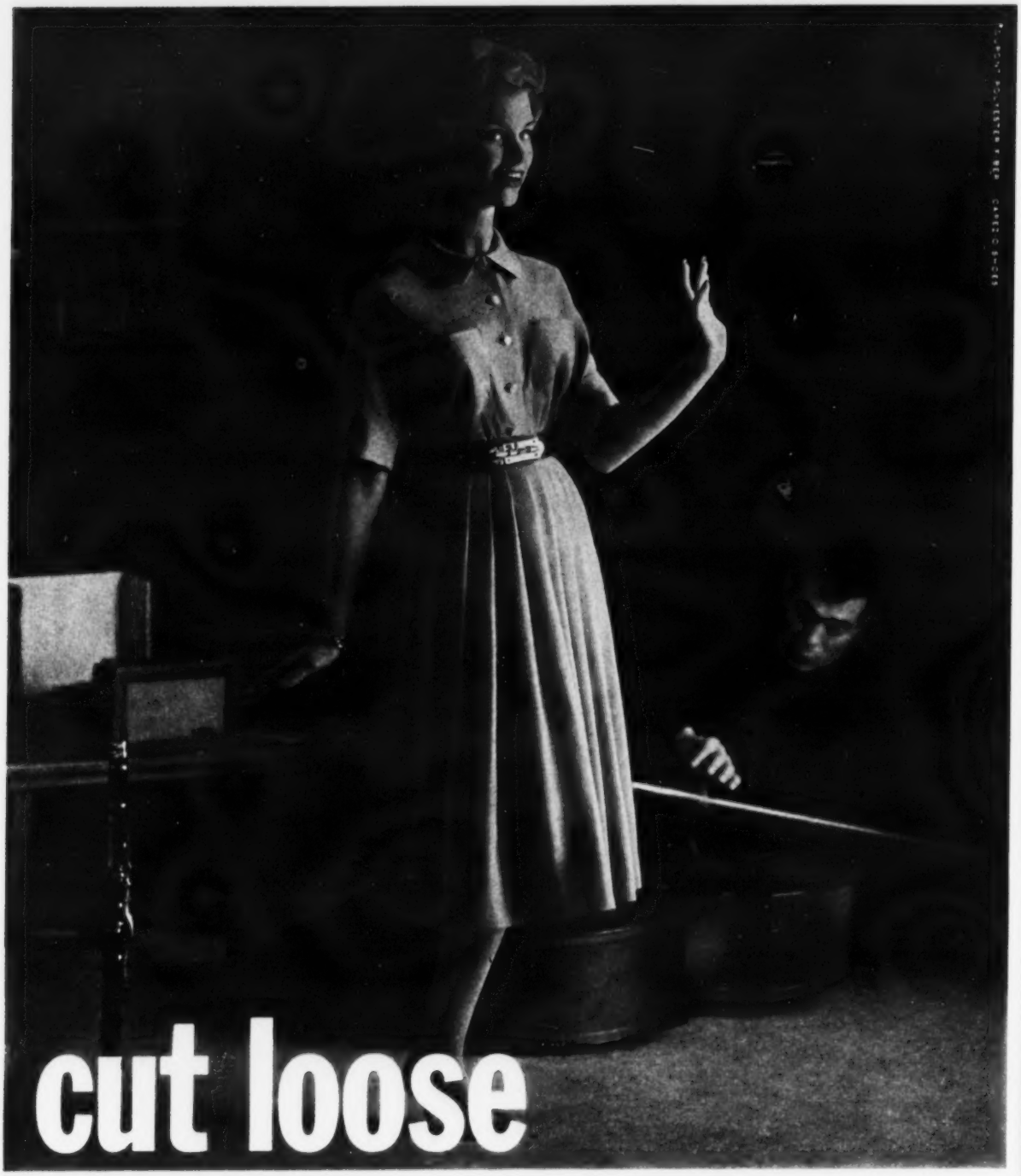


Bates Disciplined print 15297 • color 10 . . . 7½ yds. • 1500 Rouge (contrast) . . . ¾ yds. Simplicity pattern #2404

Bates
DISCIPLINED®
FABRIC

For all the things you are—Say it with roses in your own distinctive Bates Disciplined creation. The beauty of a rose, in all its tonal shadings, can only describe this elegant gown, with softened bodice and contrast trim likened to a rosebud. Note sheer figure flattery and supple artistry of design in this Disciplined print—a cotton of Queenly qualities and richness befitting the timeless beauty of the one and only Taj Mahal.

BATES FABRICS, INC., 112 West 34th Street, New York, N. Y.



...the fabric is 'Self Controlled'

Pretty combo! Soft purr of the clarinet . . . sweet slam of the big bass . . . and the lovely note struck by this two piece shirtwaist dress in Simplicity Pattern #2348. It's made of Andorra, the first Surface-and-Smooth fabric . . . Dacron* and Cotton blended with such an exciting new touch, you won't believe your fingers! And Andorra is 'Self Controlled'. . . it remembers to stay beautiful. Show that you know: ask for Andorra. It comes in 10 beautiful colors. Always ask for 'Self Controlled' fabrics—and cut loose!

'SELF-CONTROLLED' FABRICS by BERKSHIRE BH HATHAWAY

THE NEWEST PRINTS IN PARIS

on the richest cottons in town

Simplicity Pattern 2394

Simplicity Pattern 2370

FULLER-BOUSSAC PRINTS Voilà! The exact prints shown in Paris by Boussac right now are on famous Fuller cottons right here.

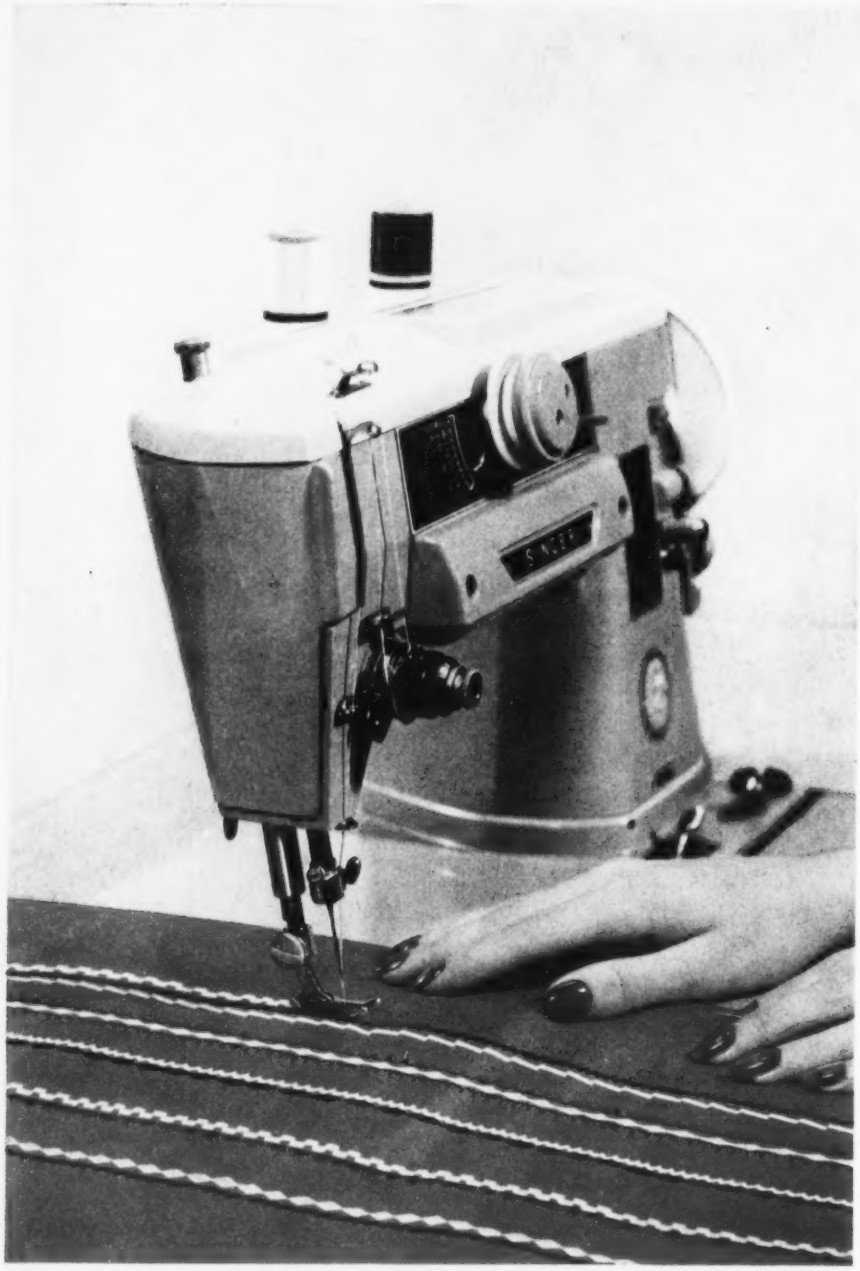
And what prints! They're as French, fresh and saucy as a kiss in the Bois. You can tell at a glance they're Paris, France. Comme çi, come sew the most fascinating fabrics this side of the Atlantic. All are combed cotton with Dip 'N Dry® and crease-resistant finishes. Fuller-Boussac creations are being sold by-the-yard at leading fabric and department stores. You can be your own little Parisian dressmaker—here are the French prints to inspire you. About $1.49 a yard.

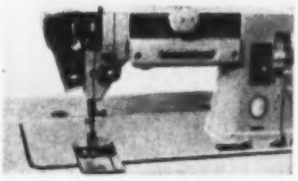
fuller fabrics

D. B. FULLER & CO., INC.
1460 BROADWAY, NEW YORK 36

Stevens

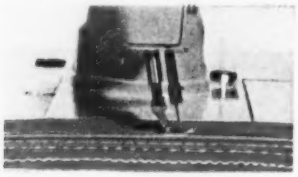
YOU *will enjoy the most exciting sewing experience you've ever had when you sit at this brilliant new machine . . . brilliant in the beauty and variety of its stitching . . . in the simplicity of its operation. This is the . . .* **SINGER Slant-O-Matic!**



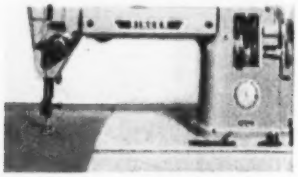


1. Double-easy threading! Only machine with easy-to-reach "drop-in" bobbin in *front* of needle; "snap-open" threading chart, too!

2. Simplest fancy sewing! New built-in, eye-level stitch chart flips up, shows you how to "tune" knob for perfect fancy stitches.



3. Exclusive Slant-Needle! Helps you see better, sew better. New clamp holds single needle or two needles for two-color stitching.



4. Finest straight stitching ever! This machine *disengages* its zigzag mechanism when sewing straight. Gear motor drive; *no stalling*.

5. Easiest darning, embroidery! Fingertip control lifts throat plate to perfect level for free-hand work. No feed to drop, no tools to use.

6. Outsews all other machines! The only automatic zigzag machine for home use made in America . . . truly the greatest ever built.

24 exciting features! See it — sew on it — today at your

SINGER SEWING CENTER*

Listed in your phone book under SINGER SEWING MACHINE CO.
*A trademark of THE SINGER MFG. CO.

Enter the 1958

SINGER $125,000 Sewing Contest

You don't have to be an expert! Every woman has a chance!

Here's a wonderful chance to "sew up" a fortune . . . by entering the third annual SINGER Sewing Contest!

Simply enroll in the Home Dressmaking Course at your local SINGER SEWING CENTER. You'll make your contest entry dress while you learn to sew. Complete course of 8 lessons (20 full hours) costs only $20.

There'll be a winner at every SEWING CENTER, and winning dresses then will be judged on a Regional level. Regional winners get a free trip to New York for the Grand-Prize "Sew-Off"!

At the "Sew-Off" each contestant will make a dress for a model. And grand prizes will be awarded at an exciting fashion show!

Don't miss the fun this big contest offers. Enroll at your SINGER SEWING CENTER starting January 2. Enroll *soon* before the popular "contest" classes are filled . . . it may be your first step to the big Grand-Prize "Sew-Off"!

NOTE: Contest is open to every woman 18 or over in U.S. and Canada *except* professionals in dressmaking or fashion, sewing teachers, previous "Regional" winners, persons (or members of their families) who are engaged in the manufacture, sale, advertising, or service of sewing machines.

Here are the 3 top '57 winners. Models in the front row are wearing the outfits that won (left to right) 1st, 2nd, and 3rd grand prizes. Standing behind each winning garment is the contestant who made it, wearing the dress she made while taking instruction in a SINGER SEWING CENTER. Winners are (left to right) Mrs. C. Bishop, Calif.; Mrs. M. Rasmussen, Ore.; Mrs. H. Chooljian, N.Y.

1st GRAND PRIZE . . $25,000

2nd Grand Prize . . . $10,000

3rd Grand Prize . . . $5,000

4th Grand Prize . . . $2,500

5th Grand Prize . . . $1,500

30 Honorable Mentions—$250 each

Plus . . . Free 5-day trip to New York City for the 35 regional 1st-prize winners . . . to compete in the "Sew-Off."

35 Regional 1st-prize winners—A Cabinet-Model SINGER* Slant-O-Matic Sewing Machine.

Over 1,700 Local Prizes—4-piece set of SINGER* Pinking Shears and Scissors worth $30.

New Special Division

for ages 18 through 25

Young homemakers and homemakers-to-be!

Besides a chance to win the "Sew-Off," you also automatically compete in your own special division. You can win a Grand Prize *and* a Young Homemaker National Prize as well as a Regional and a Local Prize.

1st NATIONAL PRIZE $5,000

2nd National Prize $2,500

3rd National Prize $1,500

4th National Prize $1,000

Regional Prizes. SINGER Slant-Needle Portable Sewing Machines.

Local Prizes. Practical, luxurious, two level, fitted sewing cases.

NOTE: Contestants 18 thru 25 are eligible to win both a Grand Prize and a Young Homemaker National Prize but are eligible only for one Regional, one Local Prize.

Don't delay. Get your entry blank with complete rules at your

***SINGER SEWING CENTER**

Listed in your phone book under SINGER SEWING MACHINE CO.

*A trademark of THE SINGER MANUFACTURING CO.

It's easy to cover the buttons that "make" your clothes

Look for this black and red card at your notions counter.

Write for the name and number of the pattern for this dress.

RISDON

THE RISDON MANUFACTURING COMPANY
NAUGATUCK, CONNECTICUT

For Quality Performance Every Time, Buy Risdon Self Cover Buttons, Thimbles, Snap Fixers, Button Pins, Baby Guard Diaper Pins, Safety Pins, Sewing Machine Needles, Hooks, Eyes, Snaps and Other Risdon Quality Notions.

RI-98

Singer Launches Third Sew-Off

•

Register soon

to qualify for

over $125,000 in prizes

•

With the ringing in of the New Year, registration for the Singer Sewing Machine Company's third annual Sew-Off was under way. The financial incentive: prizes totaling more than $125,000.

Every woman over 18 is eligible to enter. All she does is drop in at one of Singer's more than 1,700 sewing centers before March 29 and register for the special contest sewing courses.

Women between 18 and 25 also qualify for extra prizes in the special Young Homemaker division. Garments made by regional winners in this division will be sent to New York for the national judging. When the four top Young Homemakers have been chosen, they will be brought to New York to receive their prizes and spend an unforgettable vacation as guests of the Singer Company.

Thirty-five regional winners in the Sew-Off division (and a really talented Young Homemaker could become a double winner) receive free Singer Sewing machines and a chance to compete for the $25,000 first prize. Naturally, they too will be guests of Singer in New York, but unlike the four Young Homemakers, they will combine sightseeing with sewing during the big Sew-Off week.

Each finalist will be given her own private sewing booth equipped with Singer's new Slant-O-Matic machine. Here she can make her talents pay big financial dividends by sewing for an attractive model. Judges see the garments at their best (on the model) and select five for top cash awards. To the other 30 finalists go consolation prizes of $250 and all the fun of an expense-free stay in New York.

LEBANON

Available at:

Akron, Ohio — *Polsky's*
Albany, N. Y. — *W. M. Whitney & Co.*
Albuquerque, N. Mex. — *Kistler's Collector*
Allentown, Pa. — *H. Lak & Co.*
Ann Arbor, Mich. — *R. E. Mashlig's*
Appleton, Wis. — *H. C. Prange Co.*
Atlanta, Ga. — *Rich's*
Atlantic City, N. J. — *M. E. Blatt Co.*
Baltimore, Md. — *Hochschild Kohn*
also Belvidere, Eastpoint and Edmondson
Bayonne, N. J. — *Gross Fabrics*
Binghamton, N. Y. — *Fowler Dick & Walker, Inc.*
Birmingham, Ala. — *Pizitz*
Bloomington, Ill. — *C. W. Kramer, Inc.*
Bloomington, Ill. — *Wanless Mill Store*
Boise, Idaho — *C. C. Anderson Co.*
Boston, Mass. — *R. H. Stearns*
Brooklyn, N. Y. — *Abraham & Straus*
Cape Girardeau, Mo. — *Rich & Martin*
Champaign, Ill. — *G. C. Willis*
Charleston, W. Va. — *Cogle & Richardson*
Chicago, Ill. — *The Fair*
Cincinnati, Ohio — *Kenwood Fabric Center*
Cincinnati, Ohio — *Pogue's*
Cincinnati, Ohio — *Shillito's*
Cleveland, Ohio — *Halle's*
Cleveland, Ohio — *The Higbee Co.*
Cleveland, Ohio — *The May Co.*
Cleveland, Ohio — *Wm. Taylor Son & Co.*
Columbia, Mo. — *Neff's*
Columbus, Ohio — *Lazarus*
Dallas, Texas — *Titche-Goettinger*
Denver, Col. — *Denver D. G.*
Detroit, Mich. — *Crowley Milner & Co.*
Detroit, Mich. — *Sew & Sew Shops*
Elizabeth, N. J. — *Gross Fabric Shop*
Eugene, Ore. — *Health Wonder Fabrics*
Fargo, N. Dak. — *Herbst Dept. Store*
Findlay, Ohio — *Patterson's*
Flint, Mich. — *Martin D. G.*
Ft. Wayne, Ind. — *Frank's*
Ft. Worth, Texas — *Stripling's*
Grand Forks, N. Dak. — *R. B. Griffith Co.*
Grand Rapids, Mich. — *Wurzburg's*
Green Bay, Wis. — *H. C. Prange Co.*
Greensburg, Pa. — *A. E. Troutman Co.*
Hackensack, N. J. — *Lyric Silk Shop*
Hamilton, Ohio — *Wilmer's, Inc.*
Harrisburg, Pa. — *Bowman's Dept. Store, Inc.*
Harrisburg, Pa. — *Pomeroy's, Inc.*
Hartford, Conn. — *G. Fox & Co.*
Honolulu, T. H. — *Kaiser's D. G., Ltd.*
Houston, Texas — *Joske's of Goffports*
Hutchinson, Kans. — *Wiley's, Inc.*
Indianapolis, Ind. — *The Wm. H. Block Co.*
Jackson, Mich. — *L. H. Field Co.*
Jackson, Miss. — *R. K. Kennington*
Jacksonville, Fla. — *Cohen Bros.*
Jamaica, N. Y. — *Gertz*
also Flushing and Hicksville
Kinston, N. C. — *Knott's Fashion Fabrics*
Knoxville, Tenn. — *Rich's*
Lakeland, Fla. — *Moss Bros.*
Lancaster, Pa. — *Watt & Shand*
Lansing, Mich. — *Sew N' Sare*
Latham, N. Y. — *Boston Store*
Lexington, Ky. — *Stewart D. G.*
Lincoln, Neb. — *Miller & Paine*
Lincoln Park, Mich. — *Sew N' Sare*
Little Rock, Ark. — *Gus Blass Co.*
Livingston, N. J. — *Ann's Sewing Center*
Los Angeles, Cal. — *Broadway Dept. Store*
Louisville, Ky. — *Stewart D. G.*
Madison, Wis. — *Harry S. Manchester*
Manchester, N. H. — *Machinist's*
Miami, Fla. — *Jordan Marsh Co.*
Middletown, Ohio — *Central Store, Inc.*
Milwaukee, Wis. — *Gimbel's*
Minneapolis, Minn. — *Andersen's*
Monroe Park, Mich. — *Sew N' Sare*
Moses Lake, Wash. — *Neechi Sewing Center*
Nashville, Tenn. — *The Cain-Sloan Co.*
New Castle, Pa. — *New Castle Store*
New Haven, Conn. — *Hamwitt Bros., Inc.*
New York, N. Y. — *Bloomingdale's*
Fresh Meadows, New Rochelle and Stamford, Conn.
Oakland, Cal. — *Kohn's*
Omaha, Neb. — *J. L. Brandeis Co.*
Omak, Wash. — *Sewing Center*
Paramus, N. J. — *Bamberger's*
Parkersburg, W. Va. — *Dils Bros. & Co.*
Paterson, N. J. — *Harold Martin*
Peoria, Ill. — *Bergner's*
Peoria, Ill. — *Block & Kuhl*
Peoria, Ill. — *Fay Fabrics*
Philadelphia, Pa. — *Gimbel's*
also Cheltenham and Upper Darby
Philadelphia, Pa. — *Snellenburg's*
Phoenix, Ariz. — *Goldwater's*
Pittsburgh, Pa. — *Kaufmann's*
Plainfield, N. J. — *Bamberger's*
Ponca City, Okla. — *Frye's*
Pontiac, Mich. — *Sew N' Sare*
Providence, R. I. — *Gorr's Fabrics, Inc.*
Richmond, Va. — *Miller & Rhoads*
Roanoke, Va. — *Miller & Rhoads*
Rochester, N. Y. — *McCurdy's*
Roseville, Mich. — *Sew N' Sare*
Sacramento, Cal. — *Rhode's*
Saginaw, Mich. — *Wm. C. Wiechmann Co.*
Salt Lake City, Utah — *Auerbach Co.*
San Antonio, Texas — *Joske's of Texas*
San Diego, Cal. — *Walker Scott*
San Francisco, Cal. — *City of Paris*
San Jose, Cal. — *The Twine*
Santa Fe, N. Mex. — *Dunlabl's*
Sarasota, Fla. — *Moss Bros.*
Seattle, Wash. — *The Bon Marche*
Sheboygan, Wis. — *H. C. Prange Co.*
Shreveport, La. — *Rubenstein's*
South Bend, Ind. — *Robertson Bros. Dept. Store*
Springfield, Mass. — *Albert Steiger Co.*
Springfield, Ohio — *Elder, Wren*
Spokane, Wash. — *The Crescent*
St. Louis, Mo. — *Welck Fabrics*
also Clayton and Crestwood
St. Paul, Minn. — *The Emporium*
St. Paul, Minn. — *Schuneman's*
St. Petersburg, Fla. — *Moss Bros.*
Stillwater, Okla. — *Frye's*
Sturgeon Bay, Wis. — *H. C. Prange Co.*
Syracuse, N. Y. — *Day Bros.*
Tacoma, Wash. — *Fabrics by Roy*
Tampa, Fla. — *Moss Bros.*
Topeka, Kans. — *Junkin D. G.*
Trenton, N. J. — *Nevins-Voorhees*
Tucson, Ariz. — *Janson's Dept. Store, Inc.*
Tulsa, Okla. — *Brown-Dunkin Co.*
Utica, N. Y. — *The Boston Store*
Walla Walla, Wash. — *Saxon Sewing Center*
Washington, D. C. — *The Hecht Co.*
Washington, D. C. — *Woodward & Lothrop*
also Chevy Chase, Md., Seven Corners, Va.
Wenatchee, Wash. — *Miller's*
Westfield, N. J. — *Grill's Silk & Cotton Shop*
Wichita, Kans. — *Rocks'*
Wichita, Kans. — *Innes*
Worcester, Mass. — *Denholm & McKay*
Yakima, Wash. — *The Bon Marche*
Youngstown, Ohio — *Strouss-Hirshberg Co.*

For other fine stores, write:
LEBANON FABRICS CORP.,
1451 Broadway, New York 36, N. Y.

In tune with Spring... medley of colorful woolens, loomed to harmonize with your creative designs. Bulky knits, original tweeds, gay plaids, coordinating pastels ...by-the-yard in over 2,000 stores coast to coast.
Yours free: our new "Sewing Shortcuts" folder (give your nearest large city).

Available at stores listed opposite, or write:
LEBANON FABRICS CORP., 1451 Broadway, New York 36, N. Y.

LEBANON is famous for its Sanforlan® treated **WASH a FLAN,**® 85% wool / 15% nylon blend flannel.. and its **JERSEY** in pure wool, plain or fancy, as well as an orlon/wool blend in solid colors.

available only at **WARDS**

MONTGOMERY WARD

4 outstanding *Signature* sewing machine values

"21 JEWEL" automatic ZIG ZAG does everything $249 machines do

WARDS LOW PRICE 149.95 *with handsome carrying case*

Only Wards could bring you such a high quality automatic zig zag machine at this wonderful low price! Come in—see the "21 Jewel" do fancy stitching, zig zag, monogram, embroider, mend, darn, make buttonholes, applique, sew on buttons—without attachments. Even makes straight stitching smoother, surer than other automatics. Has new twin needle for sewing in 1, 2 or 3 color threads at the same time!

MAKES OVER 3000 FANCY STITCHES

Let us show you how to make thousands of different decorative stitches automatically with its 21 tiny discs.

7-JEWEL FULLY AUTOMATIC

Over 1400 stitches even an 8-yr. old can sew! Now you can do straight stitching, make any kind of zigzag stitch, even mend and darn—without attachments! **129.95**

DELUXE ROUND BOBBIN

Completely modern in design! Combines sewing speed with perfect straight stitching, in forward and reverse. Round bobbin assures smooth, quiet operation. **79.95**

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Sturdy, smooth-performing round bobbin at an amazing low price! Stitches any fabric accurately; forward and reverse. Has maximum underarm clearance. **59.95**

ALL MODELS GUARANTEED UNTIL 1978! Buy the model of your choice at a nearby Wards Retail Store, Catalog Store or order by mail.

ONLY $5 DOWN *Convenient monthly terms*

Because you put your love into everything you sew . . .

you insist on Stevens Cottons. The Stevens name is your guarantee of quality—worthy of your investment of hours, money, love. The exclusive Stevens Resilient® finish resists wrinkles, reduces care to a happy minimum.

Mother's dress is Silkatya, lit with a nub of imported silk. Daughter's top is Katyalena, with a leno stripe; her skirt is Katya®, in pleats that stay pleated.

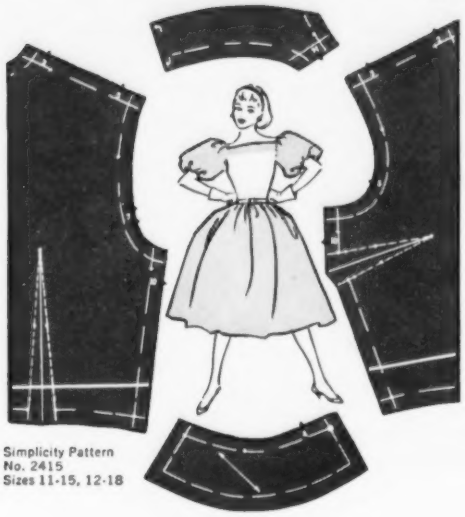
The three related fabrics come in colors that match perfectly or blend tone on tone.

Stevens Fabrics

Fine Fabrics Stevens Since 1813

J. P. Stevens & Co., Inc., Stevens Building, Broadway at 41st St., New York 36, N. Y.

because
interfacing
shapes
the
fashion...



Simplicity Pattern
No. 2415
Sizes 11-15, 12-18

PELLON®

MAKES IT PERFECT!

Imagine! Some people don't use interfacing! Then they wonder why their home-sewn things don't have that professional look! Well, interfacing may have seemed a bother in the past. But today, PELLON *non-woven interfacings make the right way to sew the easy way.* PELLON is amazingly simple to cut, handle and sew, and costs just pennies per garment. See the soft shapeliness of the dress-skirt above. That's done with PELLON #35, the airiest, sheerest interfacing ever. (It stays whitest white, won't discolor from chlorine bleaches used in laundering.) And the squared neckline that goes off the shoulder at evening time — that's faced with PELLON #35, too. How do you keep the puffed sleeves puffy without stiffness? PELLON #944, the magical new *all-bias* interfacing that's perfect wherever supple shaping is needed. Both PELLON #35 and #944 are a full 37" wide, and like all PELLON types are washable, dry cleanable, non-fringing and *lastingly shape-holding.* That's why everything you sew is lovelier outside when THERE'S PELLON INSIDE!

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Free—Handy Selector to tell you which Pellon types to choose for whatever you're sewing—at fabric counters everywhere.

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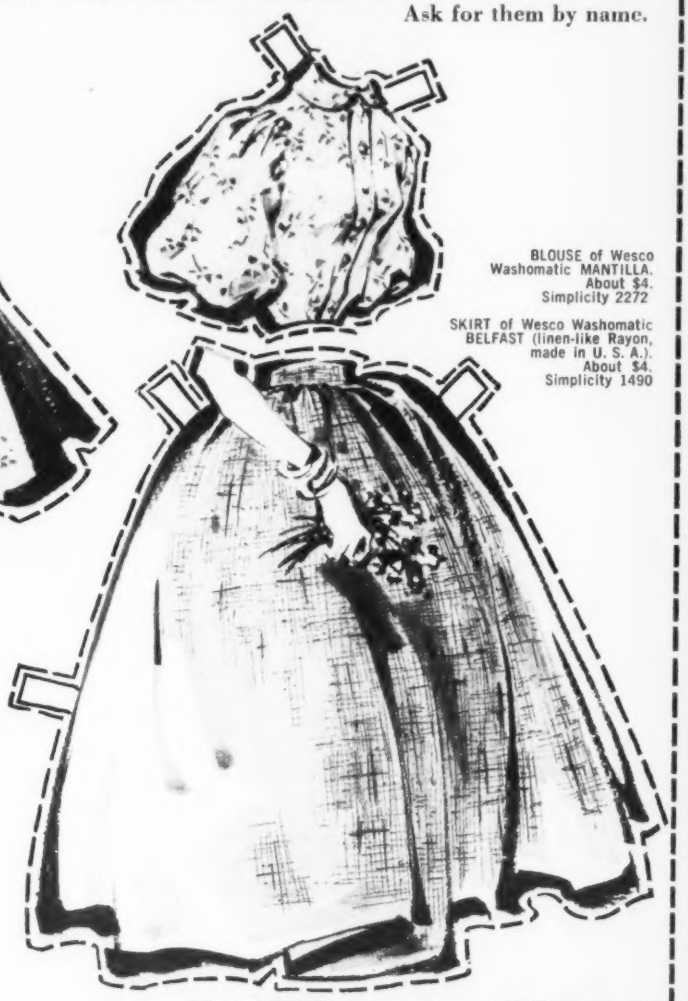
Wesco's exquisite textures and coordinated colors go together beautifully . . . *breathlessly*!
Guaranteed Machine-Washable, Wesco Washomatic Fabrics are *crease- and wrinkle-resistant. Shrinkage is controlled* (2-3% maximum.)
There's a whole family of wonderful Wesco Washomatic Fabrics . . . including MANTILLA, HILO, BELFAST, DOBBYCHROME, CHEVRON, HEDSTART, MIDAS TOUCH.
Ask for them by name.

COAT of Wesco Washomatic HILO (Rayon & Dacron — Polyester Fiber — DuPont Trademark). About $6. Simplicity 2378

DRESS of Wesco Washomatic MANTILLA (Chromspun — Eastman color — locked Acetate and Combed Cotton, touched with a delicate self-colored jacquard). About $6. Simplicity 2336

The complete ensemble — about $12.



BLOUSE of Wesco Washomatic MANTILLA. About $4. Simplicity 2272

SKIRT of Wesco Washomatic BELFAST (linen-like Rayon, made in U. S. A.). About $4. Simplicity 1490

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and take it when you shop.
For name of nearest Wesco dealer, write . . .
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1930-1958 . . . More Than A Quarter-Of-A-Century Of Wesco Fabric Wizardry

WESCO FABRICS

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GUARANTEE
Every WESCO WASHOMATIC FABRIC
Is Guaranteed Machine Washable
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Stoffel's fabrics: pattern the look of importance

Simplicity Pattern #2412

When you look for distinction and beauty, look for Stoffel's. The name that stands for cotton fabrics of unequalled quality and character that promise you a rich adventure in sewing and a lifetime of wearability.

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Ask for:

*LA CHINE**—A sparkling printed sheer lawn that stays so fresh and crisp because it's crease resistant and pre-shrunk. A drip dry cotton, needs little or no ironing.

"PARASOL" VOILE—A wondrous collection of colorful flowering prints that are crease resistant and pre-shrunk...drip dry.

RAYSATIN—Sturdy Everglaze* Minicare cotton, woven in delectable pastel colors and outstanding designs. A drip dry fabric, crease resistant and pre-shrunk.

Be sure to look for other exciting Stoffel's fabrics . . . they're found at leading stores everywhere

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KOOL WIND 65% dacron*/35% cotton voile...ROSE PETAL SHEER 75% dacron*/25% cotton...ROSE MARIE 100% dacron* chiffon prints all at the following fine stores:

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Washington, D. C.....S. Kann Sons Co.
Wichita, Kan.....Walker Bros. Dry Goods Co.
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Youngstown, Ohio.....G. M. McKelvey Co.

***DACRON is Du Pont's trademark for its polyester fiber**

*DACRON is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, not the fabrics shown here.

Easy to sew, easy to care for... sheer fashion fabrics

Here's exciting news for the home sewer. Sheers of 100% DACRON* polyester fiber, as well as blends of DACRON and cotton, are washable, quick-drying and need little or no ironing ... moderately priced, too. A wonderful range of fashion fabrics from which to choose ... soft, drapable voiles ... new novelty leno weaves ... sheer party prints in more designs and colors than you can count! They're so lightweight, so easy to care for—thanks to DACRON. Du Pont makes fibers, not the fabrics (all 45" wide) shown here.

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
...*THROUGH CHEMISTRY*

SEW FINE FABRICS OF DACRON

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See fabrics of "Dacron" at these and other fine stores: **Atlanta,** Rich's; **Beaumont,** Whitehouse of Beaumont; **Dallas,** A. Harris & Company; **Houston,** Foley's; **Philadelphia,** Strawbridge & Clothier; **Pittsburgh,** Joseph Horne Company; **San Antonio,** Joske's; **Springfield, Mass.,** Forbes & Wallace; **Wichita,** Walker Bros., Inc.; **Youngstown,** McKelvey's.

It's Spring!
It's BUTTON Time!
Gay and light-of-heart, are the new clothes in fabulous fabrics lavishly accented with the most beautiful buttons! You'll love—as Fashion does—the magic you can create with B.G.E. Originales—many of them exclusive imports, custom designed and carefully crafted in Europe.
Choose from the inspiring collection in the Button Department of a fine store near you.
—and lots of BUCKLES, too!
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Originales*
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"FINE BUTTONS AND BUCKLES"
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Dance in Crompton's NEW WORLD of flowers

a. Jupiter Rose in Charmed Dacron and Cotton.* Crompton's magic blend with a soft silky lustre, luxuriously firm hand. Crompton's Fresherized finish keeps it fresh with minimum care.

b. Moon Lily Organdy—a Snow-Spun fabric by Crompton. There's a fine Snow-Spun white fabric for every fashion and occasion . . . all finished for easy sewing, easy care.

c. Star-flower Spray in Charmed Cotton that can dance all night—stay petal fresh. Thanks to Crompton's Fresherized finish—it resists soil, muss.

Look for the Crompton name on the selvage for your assurance of quality.

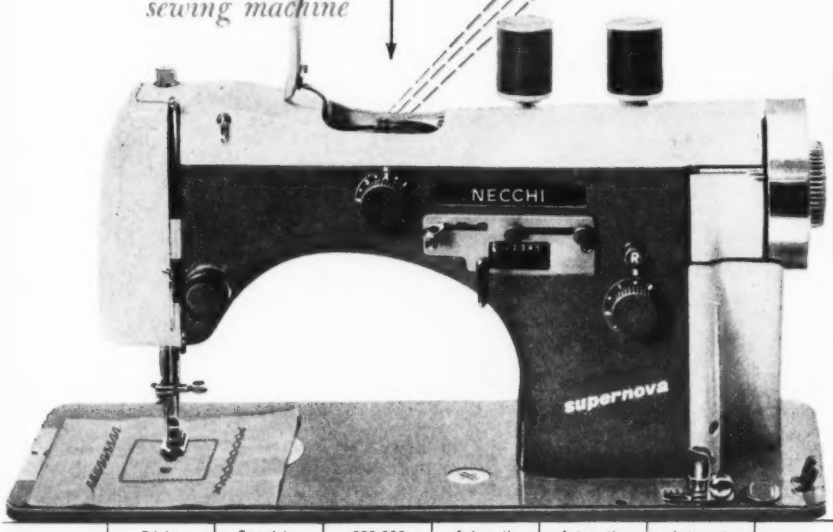
*DuPont's trademark for its polyester fiber

Crompton
NEW WORLD FABRICS

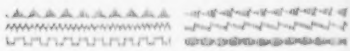
CROMPTON-RICHMOND CO., INC.,
1071 Avenue of the Americas, New York 18, N. Y.

Before you buy a new sewing machine look into both big brands!

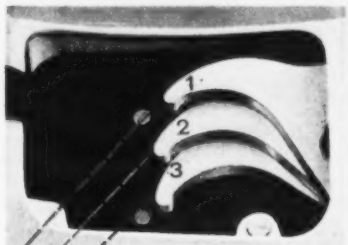
You'll see why NECCHI is the only fully automatic sewing machine



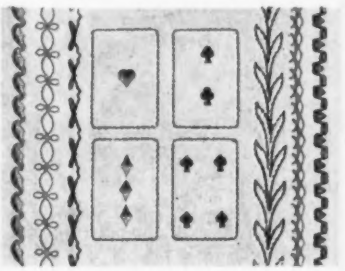
Ordinary Automatic Sewing Machines have single impulse action; are limited in what they can do. This is the kind of embroidery they make: simple, heavy-looking satin stitch variations.



Here's why a Necchi does more for you. *Triple Impulse Action*, an exclusive Necchi patent, gives you *complete* automation in sewing.



1 Control #1 changes needle position
2 Control #2 swings needle
3 Control #3 moves fabric back and forth



Delicate fancy stitches like these—more than 200,000 variations of them—can only be made on a Necchi. Because of its *Triple Impulse Action*, Necchi can do much more than any other automatic.

Exclusive! Necchi, because of its *Triple Impulse Action*, can mend and darn, sew on buttons, make buttonholes, blindstitch completely automatically. No need to touch fabric or manipulate dials as with ordinary automatics.

Only Necchi makes all three! Straight stitch, automatic, and fully automatic Supernova. Whatever you want to pay, there is a Necchi for you. See Necchi before you buy. *Send for free booklet:* "How to Select a Modern Sewing Machine." Write Department **J825,** Necchi, 164 West 25th Street, New York 1, N. Y.

	Triple Impulse Action	Complete automatic buttonholes	200,000 embroidery variations	Automatic design enlargement	Automatic tapered monograms	Automatic mending and darning	Built-in light	Double needle	Pushbutton reverse stitching	Pushbutton bar-tacking
BRAND 1							X	X		
NECCHI	X	X	X	X	X	X	X	X	X	X

Why settle for less than the new fully-automatic NECCHI when NECCHI® costs no more!

NATIONWIDE SERVICE THROUGH 2,500 DEALERS. FREE SEWING INSTRUCTION. CERTIFIED BY THE U.S TESTING LABORATORIES FOR QUALITY AND FOR AVAILABILITY OF SPARE PARTS.

features their
"SPRING JUBILEE"
fabrics
in a Southern patio,
or anywhere else, when the sights and
sounds of Spring bring you out in your
prettiest dress . . . Wm. Simpson
Everglaze® Minicare® lace-patterned prints
are as dainty and soft as the whisper
of a lace fan. The easiest cottons to sew,
and the easiest cottons to care for . . .
crease resistant, fast colors,
little or no ironing. 36" wide. See them
at better fabric counters everywhere.
Simplicity pattern #2132.
decidedly fashion . . . definitely quality, since 1836
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SPORT DUCK

Join the fashion parade with Americana colors in the best looking sportswear fabrics: TOPSAIL, America's favorite sailcloth, smart, crisp and carefree; SAIL-HO, its perfect teammate in coordinated prints and solids; both are Sanforized and mercerized. DUCK, the fashion newcomer, in natural, brightest white, solids and prints has a Well-Sett, crease-resistant finish. All wonderful for home fashions, too. Fresh Faced Cottons, by-the-yard, from 98¢ to about $1.39 at leading fabric counters.

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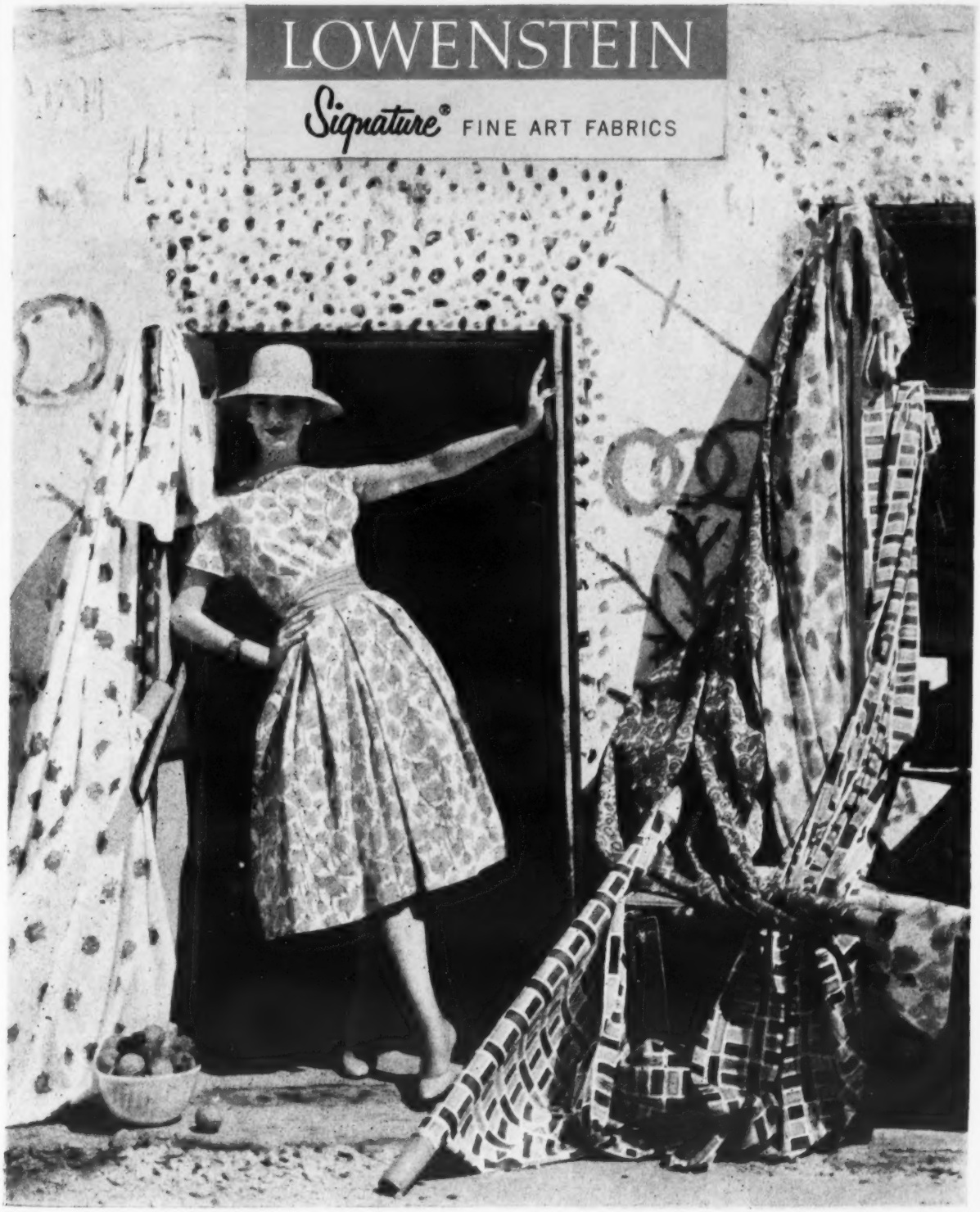
WEST POINT TEXTILES®

WEST POINT MANUFACTURING CO.

SIGNATURE inspires the smartest women who sew with the most beautiful prints imaginable! Cottons of silken luxury . . . utterly new-looking prints with the look of fine art. And they're so carefree . . . need little or no ironing! Wonderful for a whole wardrobe of spring and summer fashions. All Signature "Fine Art" Prints now a greater value than ever at about 1^{00} a yard. See the Signature collection at better fabric counters everywhere.



Also Signature Woven and Novelty Fabrics up to $2.98 a yard. For pattern number of fashion, write BELAIRE, a div. of M. LOWENSTEIN & SONS, INC., 1430 Broadway, New York 18

Photographed in Nassau—See the **BOAC** Booklet "Air Wear Anywhere" for the right thing to wear in Nassau. Write **BOAC**, 530 Fifth Avenue, New York, N. Y.

For name of store nearest you write to: AMERICAN BEMBERG, Main Office 261 Fifth Avenue, New York 16, N. Y. • Plant: Elizabethton, Tennessee

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Bangor, Me.....Freese's Inc.
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Birmingham, Ala.....Loveman, Joseph & Loeb
Buffalo, N. Y.....The William Hengerer Co.
Charleston, W. Va.....The Diamond
Chicago, Ill.....Marshall Field & Co.
Cleveland, Ohio.....May Co.
Columbus, Ohio.....F. & R. Lazarus Co.
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And only Hoover's Stainless Steel Soleplate glides so easily over every material

Here's an iron that handles fabrics as expertly as you do. The new Hoover has more precise temperature control than any other iron—including settings for the new synthetics. Also a greater heat range than ever before for steam as well as dry ironing. Exclusive soleplate of stainless steel bonded to aluminum makes the Hoover lightweight, yet scratch and snag resistant. Glides smoother, faster, easier. And with all the ironing you do, you deserve these Hoover features.

Channeled steam —not just holes in the soleplate

NEW HOOVER® STEAM-DRY IRON

HOOVER FINE APPLIANCES . . . *around the house, around the world*

more women choose **Simplicity** *than any other pattern*

● Mrs. Jackson Moffet is stepping out! Her car? Rolls Royce. Her dress? Beige bulky knit wool jersey, made from Simplicity Pattern #2394.

"I like Simplicity Printed Patterns," says Mrs. Moffet. "They're so easy to work with . . . and their styles have the kind of classic smartness I always look for in clothes."

Mrs. Moffet, a member of the San Francisco Chapter of the Junior League, sews for charity affairs . . . often models her own creations.

Look for the Summer Simplicity Pattern Magazine at newsstands and pattern counters April 15 . . . 35¢

SEQUIN COLLECTION

Cottons

by abbot

fashion bright and gay

Just in time for your spring sewing — a new "Everglaze" collection by Abbot Mills. These lovely new Sequin fabrics include a combed solid-color cotton satin; a woven check; and a colorfully embroidered fabric with border or allover patterns. Like all "Everglaze" fabrics, they resist creases, wash easily, need minimum ironing, won't shrink or stretch out of shape. At the fine stores listed below, or write

ABBOT MILLS INC., 1412 Broadway, New York 18, N. Y.

Simplicity Pattern 2297

Always insist on
Everglaze® FABRICS
your assurance of
outstandingly easy care
and top quality

®Reg. Joseph Bancroft & Sons Co.

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The Crescent
Spokane
Fabrics by Roy
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WISCONSIN
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Milwaukee

PARIS BULLETIN

The Champs Elysées is a kind of public runway on which Parisians participate in a daily continuous fashion show...

Since fashion is a game of give-and-take, the smartest women this season are exposing their legs and concealing their waists.

Hemlines along the Champs Elysées have risen, some to a conservative 16", a few to a long-stemmed 19".

Waistlines are either vaguely suggested, displaced by a low-set belt, or bypassed altogether...

The "poor little rich girl" chemise has been adopted in Paris both by poor little girls and rich little girls.

Launched from a draped or yoked neckline, it usually begins to take the shape of the wearer as it reaches her hipline.

...Importance is maintained at the top with wider shoulders that taper off gradually, big muffler coat collars, cowls of all lengths and depths.

...Buttons come into greater prominence as coats and suits show a marked taste for double-breasted closings...

On gala evenings décolletages take daring plunges, skirts are side-puffed like a Velasquez infanta's, hemlines rise knee-high in front and dip dramatically in back...Overskirts double as capes, bows punctuate everything in sight, sleeves run from short to none-at-all, and long opera-length gloves give prettier coverage to newly-bared arms.

Answers to Your Questions

NO. 5720 NO. 5714 NO. 5718 NO. 5705 NO. 5721 NO. 5712

Q ***What is the most important factor to consider in choosing an "automatic home hand-knitter"?***

A There are many important factors. One of the first you should consider is the manufacturer's experience. Speed-O-Knit was the world's first hand-knitter for home use, introduced in Zurich in 1939. Known as "Passap" throughout Europe and made by skilled Swiss craftsmen, Speed-O-Knit has been tried, tested and perfected over a period of 20 years.

Q ***How about instructions, patterns and service?***

A They are equally important; and, here again, experience makes the difference. Through the Home Knitting Institute, Speed-O-Knit gives you the soundest, most complete program of instructions, patterns and service... not for six months or a year, but for life. And it's guaranteed by the distributors of world-famous Pfaff Sewing Machines.

Q ***Does knitting on Speed-O-Knit look the same as conventional hand-knitting?***

A Absolutely yes. You can obtain *any* gauge with Speed-O-Knit that you can with two needles. You can even remove your work from Speed-O-Knit and continue knitting with hand needles.

Q ***Is Speed-O-Knit really faster than two-needle knitting?***

A Yes, *much* faster; but, remember appearance is even more important. With Speed-O-Knit, it's far easier to turn out work with every quality of the finest, professional hand-knit.

Q ***How much faster is Speed-O-Knit?***

A You may hear extravagant answers to this question; but here's a fair comparison: You would need 4 to 5 *hours* to knit two ounces of yarn in stockinette with regular two-needle knitting. With Speed-O-Knit, you would need 4 to 5 *minutes.*

See for yourself... how easy it is to make a complete hand-knit wardrobe on SPEED-O-KNIT® BY PASSAP

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It's true! Knitting with Speed-O-Knit and its 201 needles is so simple, so expert, you can easily make a complete wardrobe for yourself, *even* for your entire family. Almost overnight, Speed-O-Knit puts you into a whole new world of fashion and luxury. No longer do hand-knit fashions mean just one basic dress that takes months to knit or costs a small fortune. You'll have dresses, sweaters, accessories... smart knitwear for *every occasion!* And, thanks to Speed-O-Knit, all this hand-knit elegance is yours for the price of the yarn *alone.*

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If you purchased Speed-O-Knit before establishment of The Institute, please write stating your name, address and serial number of your Speed-O-Knit. You are entitled to free membership in The Institute. You can also obtain the Home Instruction Course, patterns and other services. Write to: Speed-O-Knit Home Knitting Institute, 714 W. Olympic Blvd., Los Angeles 15, California.

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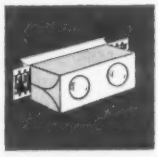

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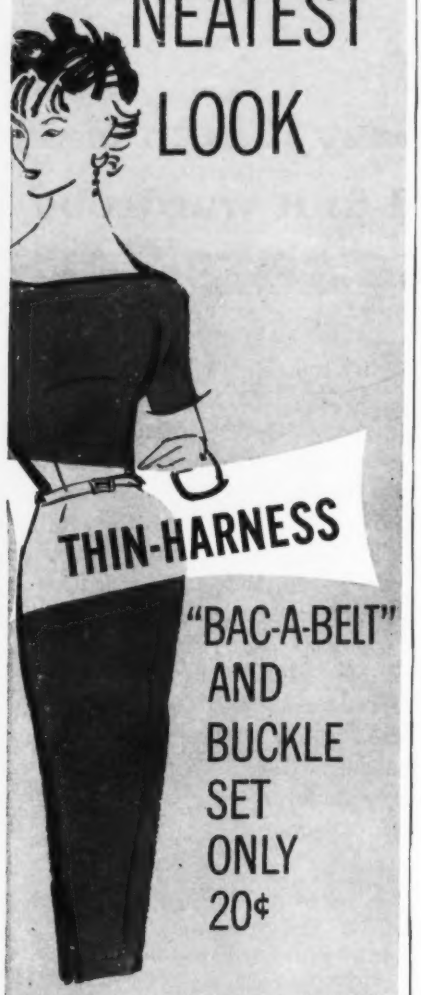

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All About Silk

Silk has spelled elegance to women since Marco Polo returned to Italy from the Far East with tales of the fabulous fabrics he had seen there. In those days transportation costs were so high that the market was confined to princesses and wealthy merchants' daughters.

Today silk is still the fabric of elegance, but since it has also come within pocketbook-length of budget-conscious commoners, the homesewer will want to know how to handle it and what to expect from it.

Sewing on Silk

Silk has great elasticity. To avoid seam slippage, counteract the natural give with extra-firm construction:

1 — *Make longer-than-average stitches on the inside seam.*
2 — *Always use silk thread so fabric and thread have the same elasticity.*
3 — *Guard against making silk dresses too tight.*
4 — *Reinforce fitted bodices and sheaths with fine-textured linings.*

Caring for Silk

When a woman goes shopping, she often discovers that the bolts of fabric have not been tagged with information on washability and shrinkage.

A general rule of procedure for handling silk is that if there is no hangtag or if the hangtag does not specify "washable", you would be wise to dry clean your fabric.

"Washable" means hand-washable. Use mild soap with lukewarm water and squeeze through garment for several minutes. Do not rub. Rinse two or three times in lukewarm water and roll in a turkish towel. Never wring out. Hang up until almost dry, then press on wrong side with iron at lowest setting. Properly laundered or dry cleaned, silk should not shrink. Possible exceptions are novelty weaves like matelassés which have not been identified as dry cleanable or washable.

Spotting of Silk

Perspiration is harmful to silk and often strong deodorants may cause some deterioration in the fabric. Women who perspire freely should use shields or avoid styles with tightly fitted underarms.

Silk also has a natural tendency to water-spot. Many modern silks are treated with a textile finish which makes them resistant to water spotting, but in any case the spots will disappear when garment is completely dry cleaned or washed. Caution: Never spot-clean silk.

Special Qualities of Silk

Of course, women appreciate the femininity and softness of silk, but there are other special qualities that have caused it to be loved so long and so well.

Durable and wrinkle-shedding, it takes truly to dyes and adapts itself to a wide variety of textures. Women also value its four-season comfort: the natural insulation that makes it feel cool in summer, warm in winter; the absorbency which prevents clamminess.

All five kinds of real silk share these special qualities, but each has its own individual character.

SILK refers to fabrics made from long fibers of the cultivated cocoon.
SPUN SILK is made with yarn spun from the short fibers of silk waste.
RAW SILK fabrics are those with a tweedy, rustic, or slubbed effect whether made from filament raw silk, doupioni, wild silk, or spun silk.
DOUPIONI silks are woven from the fiber of double cocoons. The yarn is irregular, producing a slubbed effect.
WILD SILK (tussah) describes the product of the uncultivated silk worm. It is not as soft as cultivated silk.

First in a series of beautiful illustrations by famous children's artists.

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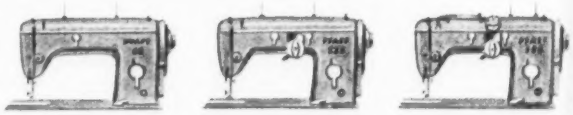

Five machines for every sewing need. "Slide-on" Arm Portable, (main illustration) De Luxe Automatic Zig-Zag, De Luxe Zig-Zag, All-Speed Straight Stitch, (shown above). Also Super Economy Model.

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Simplicity Patterns illustrated: Mother, No. 2258; Daughter, No. 2292

There's a fabulous Talon zipper
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Talon
THE QUALITY ZIPPER

Cover: The American Beauty Look epitomized by a Simple-To-Make silk linen sheath jacketed in American Beauty roses. Both silk fabrics by Goodman & Theise underlined with silky-soft Siri. 2407, sizes 11-18, 50¢. La Mode buttons. Talon Magic-Tab zipper. Castlecliff earrings. Hairstyling by Enrico Caruso. Photographed by Derujinsky.

Simplicity

Spring, 1958 promises to be the biggest rose-growing, rose-sewing season in history. Our first eight pages feature rose-printed fashions in full color; our children's section shows why rose fever should be highly contagious.

Two-piece dresses illustrate the importance of the new out-look, and a collection of chemises proves how a controversial idea can become acceptable to everyone.

Simple-To-Make clothes receive special recognition. Slenderettes make two big fashion points, a teen sews her wardrobe from pinmoney, and babies are royally treated.

Then, to launch the new year in greater style than ever before, Simplicity gives its readers an exciting bonus of eight fashion pages packed with Spring Tonics.

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WATCH FOR THE SUMMER ISSUE OF SIMPLICITY PATTERN BOOK ON SALE APRIL 15TH

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Spring, 1958 Pattern Book

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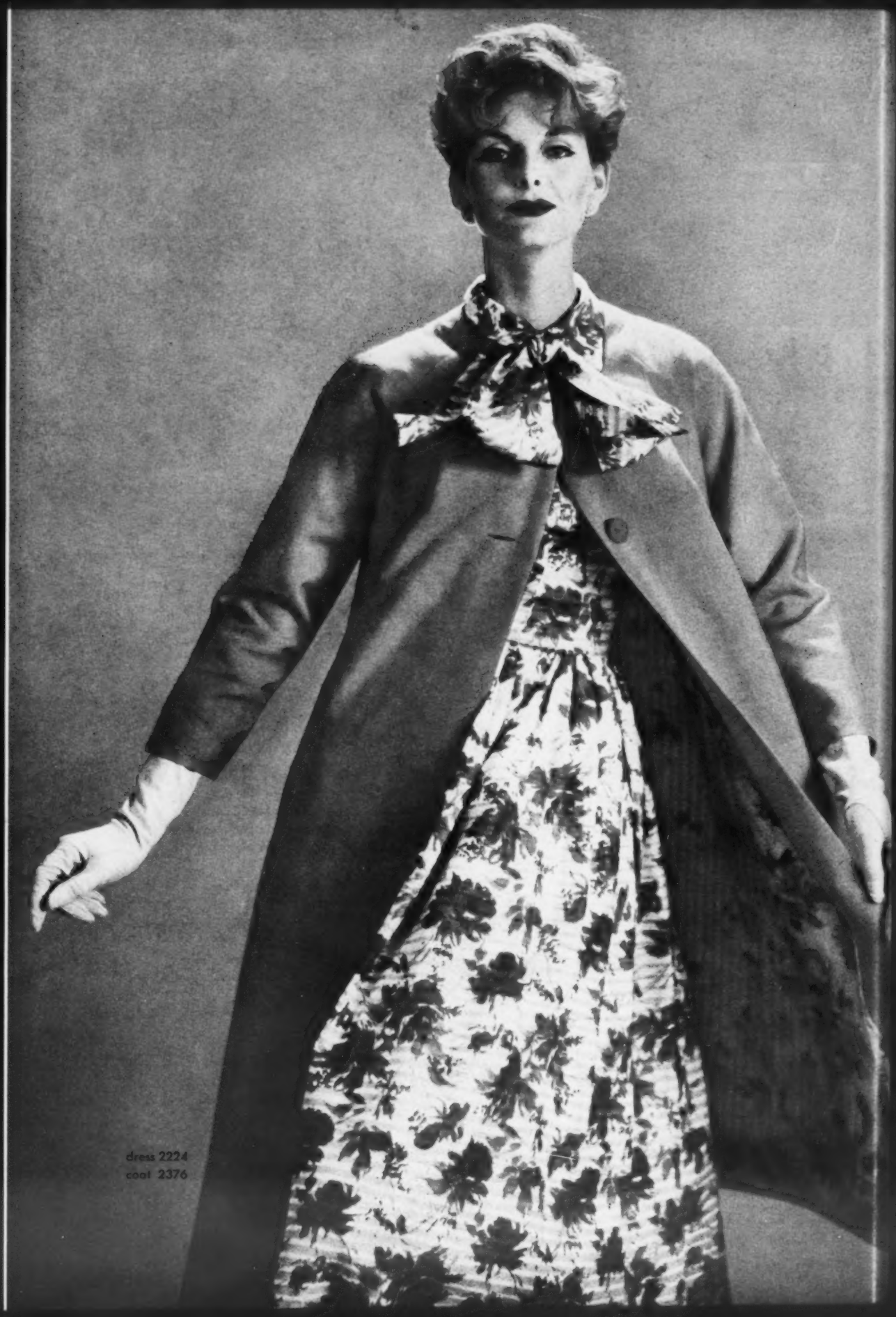
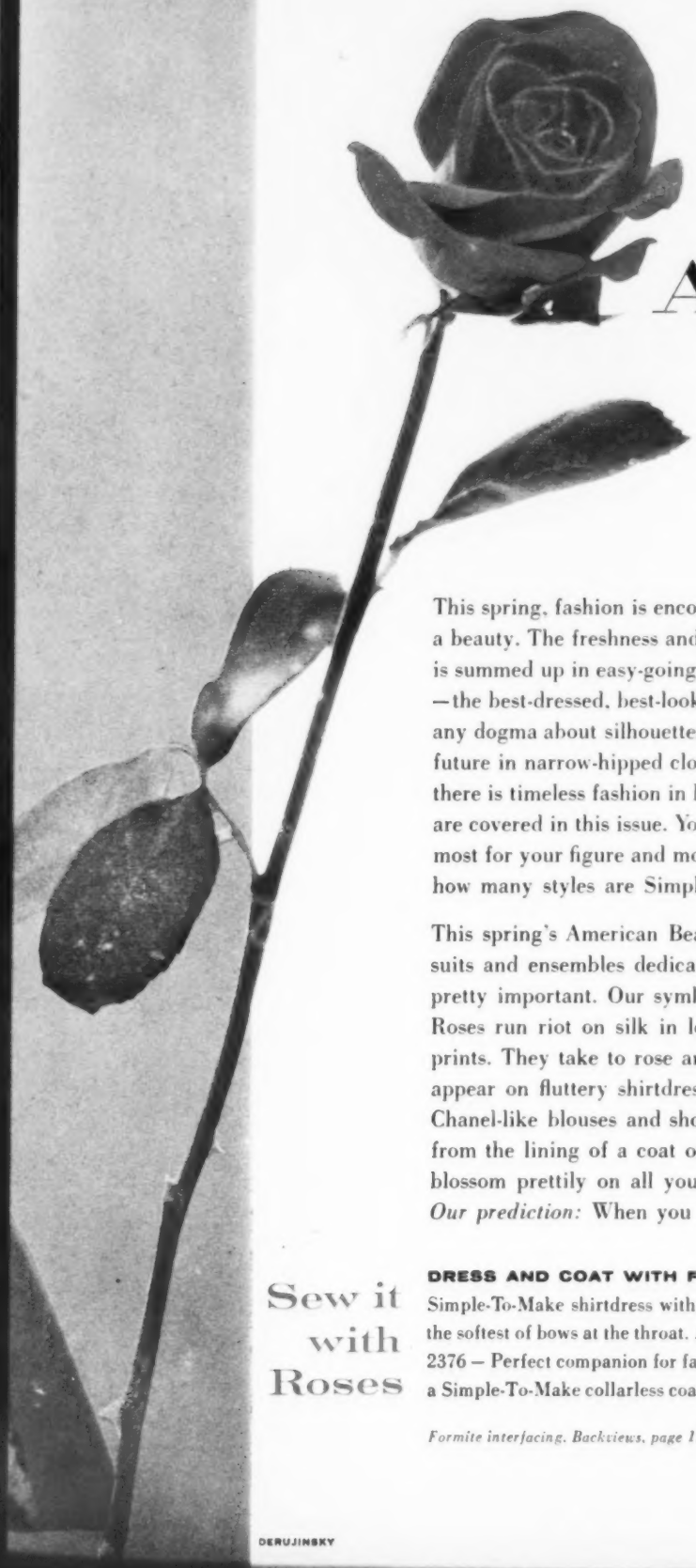


dress 2224
coat 2376



The American Beauty Look

This spring, fashion is encouraging every woman who wants to be a beauty. The freshness and individuality of the American Beauty Look is summed up in easy-going, flexible clothes that allow you to be yourself —the best-dressed, best-looking self you've ever been. We feel that any dogma about silhouettes is strictly un-American. There is fashion future in narrow-hipped clothes that bypass the waistline; there is timeless fashion in bouffants that define it. Both points of view are covered in this issue. You choose the wardrobe that will do the most for your figure and morale (and, while choosing, be sure to note how many styles are Simple-To-Make).

This spring's American Beauty clothes are unreservedly feminine: suits and ensembles dedicated to the proposition that what men like is pretty important. Our symbol for the eternal feminine is the *rose*. Roses run riot on silk in long-stemmed flowerings and small massed prints. They take to rose and mock-rose colorings with equal verve, appear on fluttery shirtdresses and trim little sheaths, on soft Chanel-like blouses and short sweater-like jackets. They peep out from the lining of a coat or from inside the jacket of a suit; they blossom prettily on all your spring accessories.
Our prediction: When you sew it with roses, he'll say it with roses.

Sew it with Roses

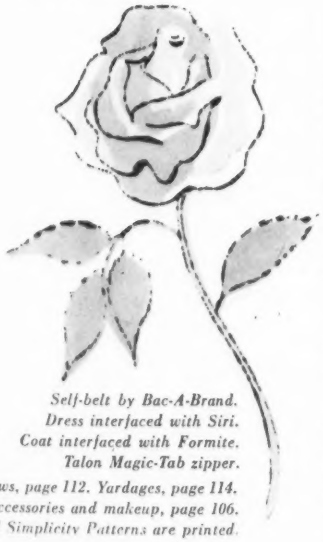
DRESS AND COAT WITH FLARE: 2224 – Blowy apricot roses on a fluid Simple-To-Make shirtdress with short sleeves, gently gathered skirt, the softest of bows at the throat. A Joyce silk print. Sizes. 11-18. 50¢.
2376 – Perfect companion for fashions with the fuller silhouette, a Simple-To-Make collarless coat. Couture silk linen. Sizes 12-20. 50¢.

Formite interfacing. Backviews, page 112. Yardages, page 114. All Simplicity Patterns are printed.

DERUJINSKY

2419

Sew it with Roses

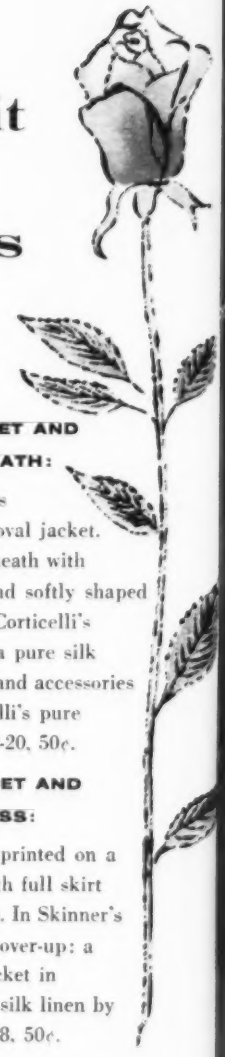


Self-belt by Bac-A-Brand.
Dress interfaced with Siri.
Coat interfaced with Formite.
Talon Magic-Tab zipper.
Backviews, page 112. Yardages, page 114.
Accessories and makeup, page 106.
All Simplicity Patterns are printed.

FLOWERING CHEMISE AND NARROW COAT: 2419 —Yellow roses on a Simple-To-Make chemise dress freely adapted to American tastes. From Paris: the easier flow so kind to your minor imperfections. Pure Americana: a half belt front and back to gently draw in the waistline. Of "Pavono", a pure silk surah print by Onondaga. Its own straight-cut, Simple-To-Make coat features a stand-off neckline and a belt that rests lightly on the hips. Of Onondaga's "Shogu", a pure silk lined with the same yellow roses. Sizes 11-18. 50¢.

DERUJINSKY

Sew it with Roses



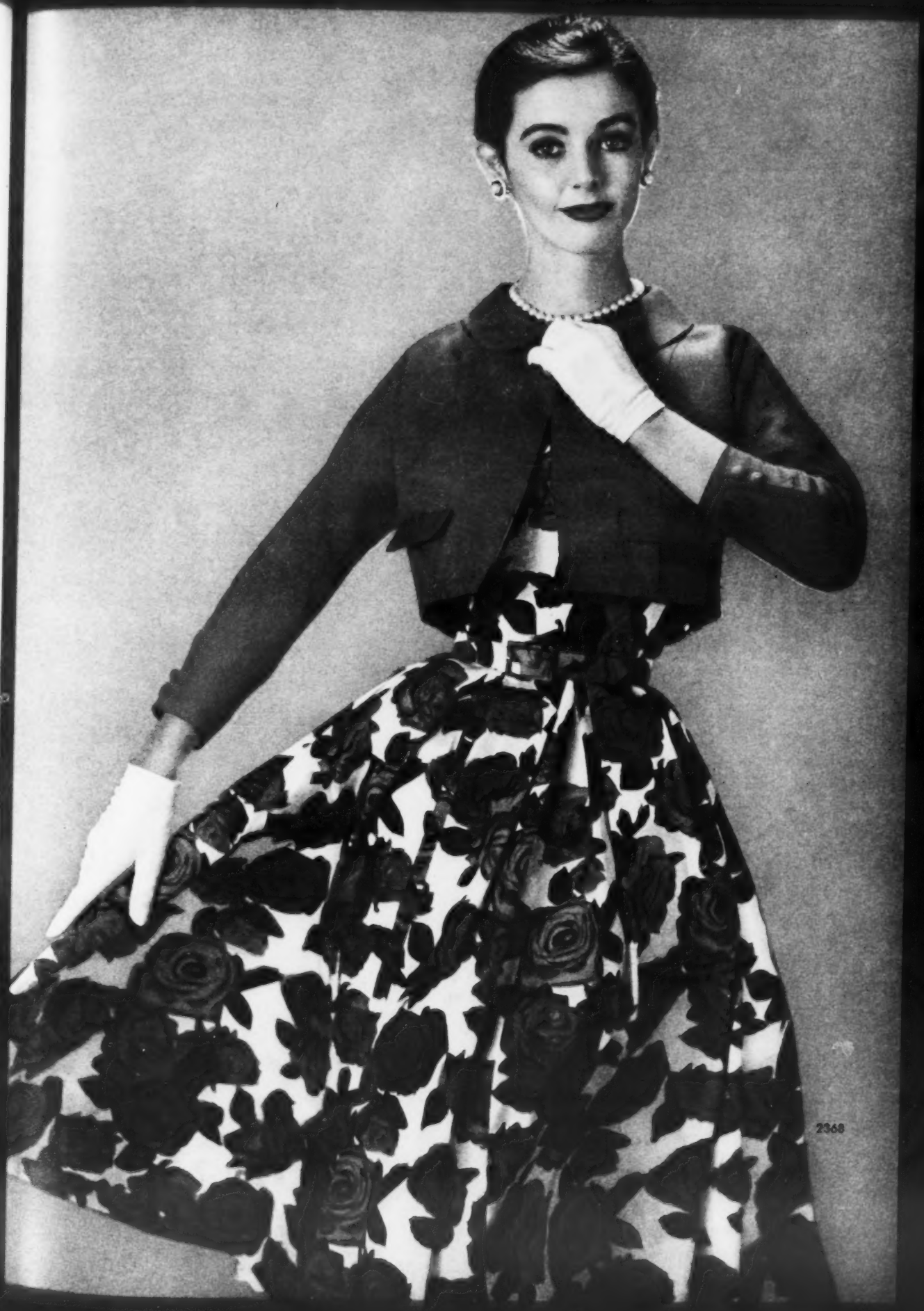
HIPBONE JACKET AND BLOUSING SHEATH:

2369 – Green roses planted inside an oval jacket. Underlying it, a sheath with bateau neckline and softly shaped skirt. Of Belding Corticelli's "La Bella Shan", a pure silk Shantung. Lining and accessories of Belding Corticelli's pure silk print. Sizes 12-20, 50¢.

CROPPED JACKET AND BOUFFANT DRESS:

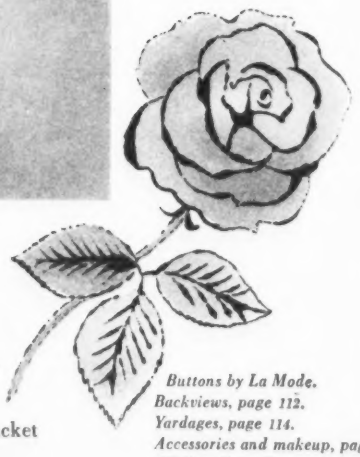
2368 – Blue roses printed on a sleeveless dress with full skirt of unpressed pleats. In Skinner's silk print. Spring cover-up: a brief, rose-lined jacket in "Katonah", a pure silk linen by Skinner. Sizes 11-18, 50¢.

Bac-A-Brand self-belt. Formite interfacing. Talon zippers.
Backviews, page 112. Yardages, page 114. Accessories, page 106.
All Simplicity Patterns are printed.


2368

DERUJINSKY

Sew it with Roses



SEMI-FITTED SUIT WITH ELEGANCE: 2374 — One white rose is perfect punctuation on the notched collar of a jacket that very lightly observes the waistline. Slim skirt has twin pleats in back. Of Landau's beige silk tweed. Sizes 12-42, 50¢.

EASY-GOING SUIT WITH DASH: 2385 — Black roses on white chiffon fall under the Chanel influence of a straight-cut, collarless jacket. The new shirt — long-sleeved, ascotted, and more important — of Goodman & Theise printed silk chiffon. Rose-lined jacket and pegged skirt of Goodman & Theise gray silk antique taffeta. Sizes 11-18, 50¢.

Buttons by La Mode.
Backviews, page 112.
Yardages, page 114.
Accessories and makeup, page 10
All Simplicity Patterns are prin

2385

WHERE'S YOUR WAISTLINE?

These versatile two-way chemises prove that you can have it just where you want it this season (give or take a belt).

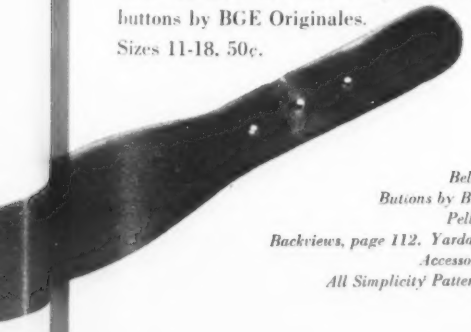
2383

2334

• Left: 2334 – The yoked chemise makes headlines as well as waistlines a variable. Wear it belted or loose, hood up or down (as a flattering cowl collar). Of Milliken's "Lorette", a blend of Orlon and wool. Sizes 11-18, 50¢.

• Below: 2442—This Simple-To-Make chemise with an overblouse look may be banded (or belted) at the hip or belted at the waist. Pockets optional. In I. A. Wyner's Sag-No-Mor herringbone jersey. Junior misses sizes 11-15, 50¢. Teen sizes 10-16, 50¢.

• Left: 2383 – To belt or not to belt. That is the question raised by this double-breasted coat dress featuring three-quarter sleeves and pockets at the hipline. Answered with arguments on both sides in Irish linen "Flaxtweed" by Moygashel. As French as the chemise idea itself, imported wooden buttons by BGE Originales. Sizes 11-18, 50¢.



Belts by Calderon.
Butions by BGE Originales.
Pellon interfacing.
Backviews, page 112. Yardages, page 114.
Accessories, page 106.
All Simplicity Patterns are printed.

2442

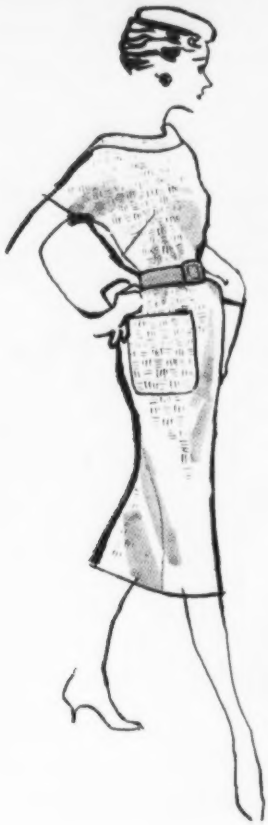
ROBERT MONROE

WHERE'S YOUR WAISTLINE?

2298

ROBERT YEMNE

Additional proof that the debonair chemise dress is an adaptable style that can be worn (one way or another) by every American woman.
• 2298 – This strictly tailored chemise may skip the waist or stand on its constitutional right to show it.
In both cases, it buttons down the front and opens a slimming V neckline to crisp dickeys.
In Galey & Lord's "Zugra", a blend of Du Pont Dacron and cotton.
Sizes 11-18, 50¢.



• Left: 2362 – This Simple-To-Make chemise can take a belt or leave it. Special features are the big patch pockets and a cuffed collar dipping low in back. Of Lawford yarn-dyed wool tweed. Sizes 11-18, 50¢.

• Below: 2441 – A bateau-neck sheath may either take shape at the hipline with two tapering tabs or at the waistline with your favorite belt. Sleeves are cut-in-one with the yoke. In Herbert Meyer's smart cotton herringbone tweed. Sizes 11-18, 50¢.

2362

2441

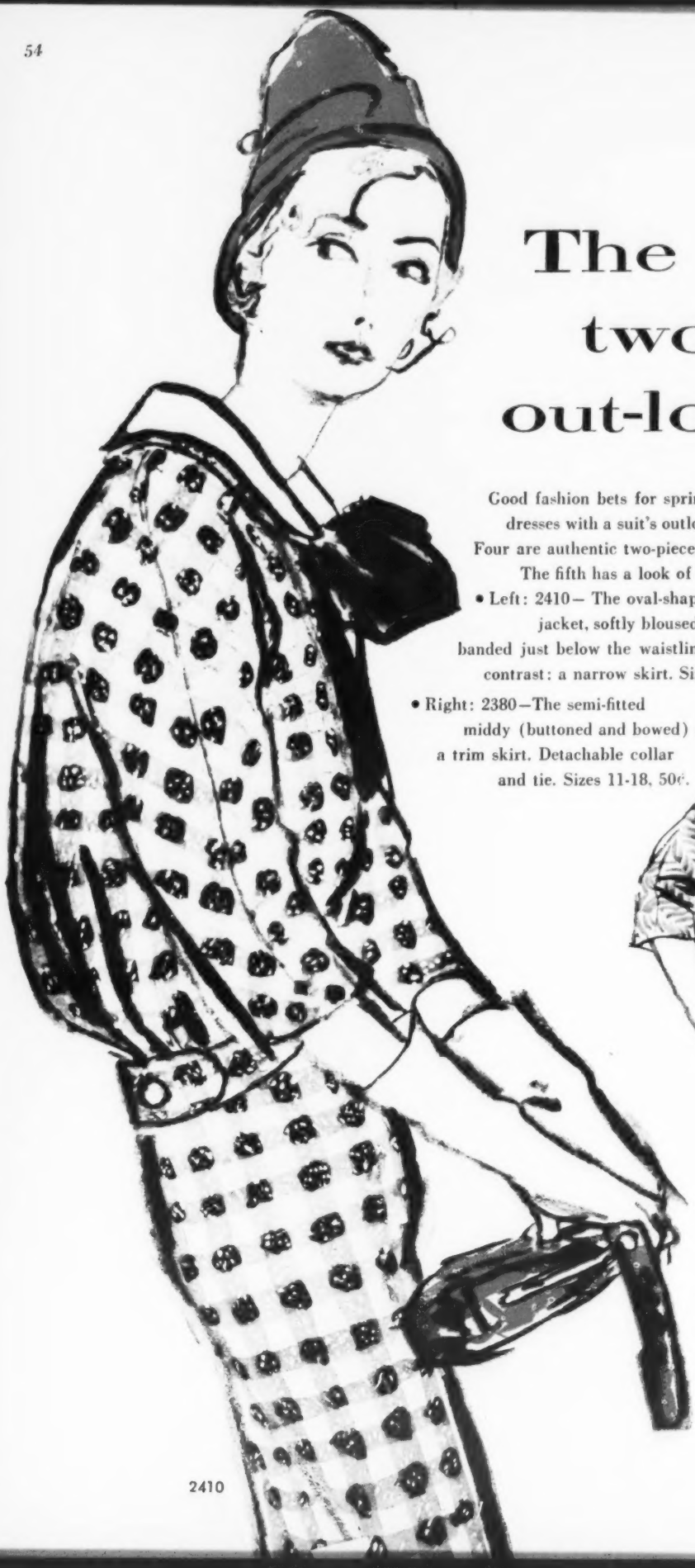
Belts by Calderon.
Buttons by BGE Originales.
Pellon interfacing.
Yardages, page 114. Backviews, page 112.
Accessories, page 106.
All Simplicity Patterns are printed.

ROBERT MONROE

The two-piece out-look

Good fashion bets for spring—five dresses with a suit's outlook. Four are authentic two-piecers. The fifth has a look of two in one.

- Left: 2410— The oval-shaped jacket, softly bloused and banded just below the waistline. For contrast: a narrow skirt. Sizes 11-18, 50¢.
- Right: 2380—The semi-fitted middy (buttoned and bowed) over a trim skirt. Detachable collar and tie. Sizes 11-18, 50¢.



2410

2380

• Right: 2311—A double-bowed suit-dress with off-set neckline and low, leisurely self-belting. Concealed zipper closure. Sizes 11-18, 50¢.

• Left: 2382—The two-piece look condensed into a one-piece dress with buckled band at the hips and draped neckline. Sizes 11-18, 50¢.

• Right: 2388—The two-piecer with new depth of collar and a single tab accent. Jacket may be belted in or loosed out over its accordion-pleated skirt. Collar is notched and set away from the throat. Sizes 11-18, 50¢.

Backviews, page 112. Yardages, page 114.
All Simplicity Patterns are printed.

Simple-to-make weekday basics

Five attractive outfits for a five-day week feature maximum fashion and minimum sewing hours.

- Above: 1692—*Monday*—A raglan-sleeved shirt. Sizes 11-18, 35¢. 2440—A half-circle skirt with three graduating envelope pockets. Sizes 23½-28, 35¢.
- Right: 2407—*Tuesday*—A sleeveless, full-skirted version of our cover dress with contrasting jacket and cummerbund. Worn alone, it's apt to keep late hours. Sizes 11-18, 50¢.

• Left: 2177—*Wednesday*—The new shaping of the chemise: from the back with elastic casing, from the sides with bows. Sizes 11-18, 50¢.

• Above: 2439—*Thursday*—The scoop-neck sheath with after-five possibilities. For daytime coverage, its own brief tabbed-in-front, buttoned-in-back jacket. Sizes 11-18, 50¢.

• Right: 2438—*Friday*—A shawl-collared overblouse. Sizes 11-18, 35¢.

2196—A slim one-yard skirt with back kick pleat. Waist sizes 23½-28, 35¢.

Backviews, page 112. Yardages, page 114.
All Simplicity Patterns are printed.

SIMPLE-TO-MAKE

For the one-dress weekend

• Left: *Friday afternoon*—Off to a good start, the self-jacketed sheath with suit manners. Of Moygashel Irish linen.
Our perfect traveler dispenses with luggage and tucks overskirt, nightgown, and minimum accessories in her carryall handbag.
• Above, right: *Saturday morning*—Casual and countrified, the boat-necked sheath minus a jacket, plus a new belt.
• Below, right: *Saturday night*—The sheath in a dancing mood. Its overskirt of imported lace flouncing by Associated Lace Corp. 2370, sizes 11-18, 50¢.

Special dresses that take you where you want to go

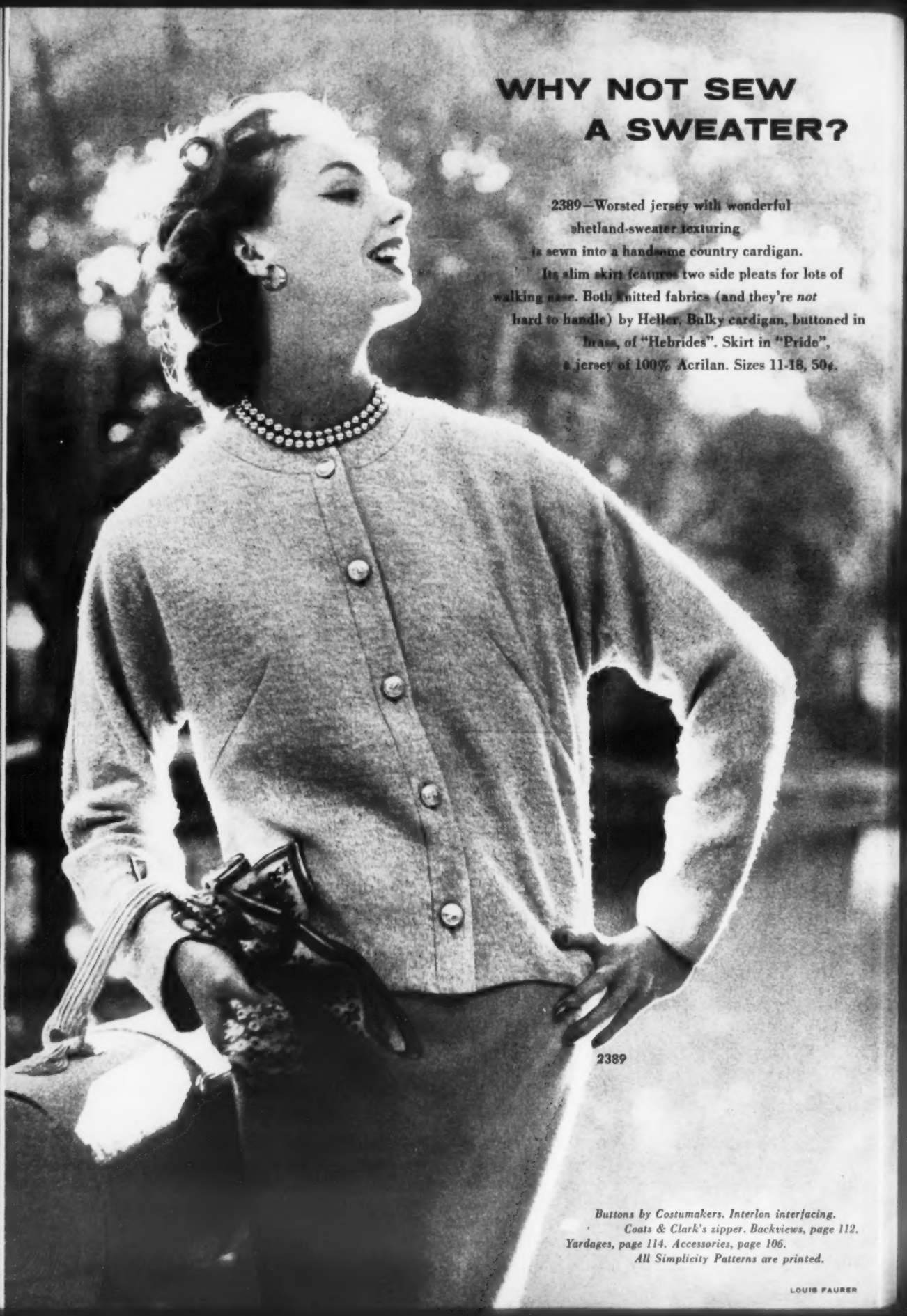
For a date after work

• Above, left: *Office hours*—A jumper and blouse with business-like manners for the working girl who looks as smart as she is. All the ingredients of a quick change from Girl Friday to Glamor Girl are contained in one big (but not bulging) handbag. Print blouse with pussycat bow and soft three-quarter sleeves in "Surilla" cotton. Jumper in "Icelandik" cotton. Both are Lowenstein Signature fabrics.

• Above, right: *After five*—The same bateau-necked jumper ready for a big evening at the drop of a pencil (and blouse). From the depths of her bag come a satin beret, a jeweled belt, fresh white gloves, and clutch. This complete outfit, which does a great job in the office or on the town, is Simplicity's 2390, sizes 11-18, 35¢.

BGE Buttons. Talon zippers.
Pellon interfacing.
Buckviews, page 112. Yardages, page 114.
Accessories, page 106.
All Simplicity Patterns are printed.

PHOTOGRAPHED BY VIVIAN CROZIER AT PHILIPSBURG MANOR RESTORATION, TARRYTOWN, NEW YORK



WHY NOT SEW A SWEATER?

2389—Worsted jersey with wonderful shetland-sweater texturing is sewn into a handsome country cardigan. Its slim skirt features two side pleats for lots of walking ease. Both knitted fabrics (and they're *not* hard to handle) by Heller. Bulky cardigan, buttoned in brass, of "Hebrides". Skirt in "Pride", a jersey of 100% Acrilan. Sizes 11-18, 50¢.

2389

Buttons by Costumakers. Interlon interfacing. Coats & Clark's zipper. Backviews, page 112. Yardages, page 114. Accessories, page 106. All Simplicity Patterns are printed.

LOUIS FAURER

Simplicity's

Spring Tonics

Seven bonus pages of spicy ideas that will lift your wardrobe right out of its winter doldrums and give you a priceless sense of individuality at very little cost . . .

Costume-making blouses

are seasoned to your taste in day and night versions . . .

Party-flavored petticoats

and slips meet their match in partygoing dresses . . .

Accessories

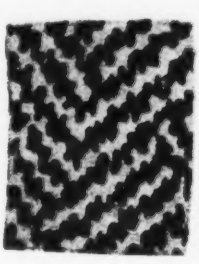
add a special tang to spring costumes in bright and pungent prints . . .

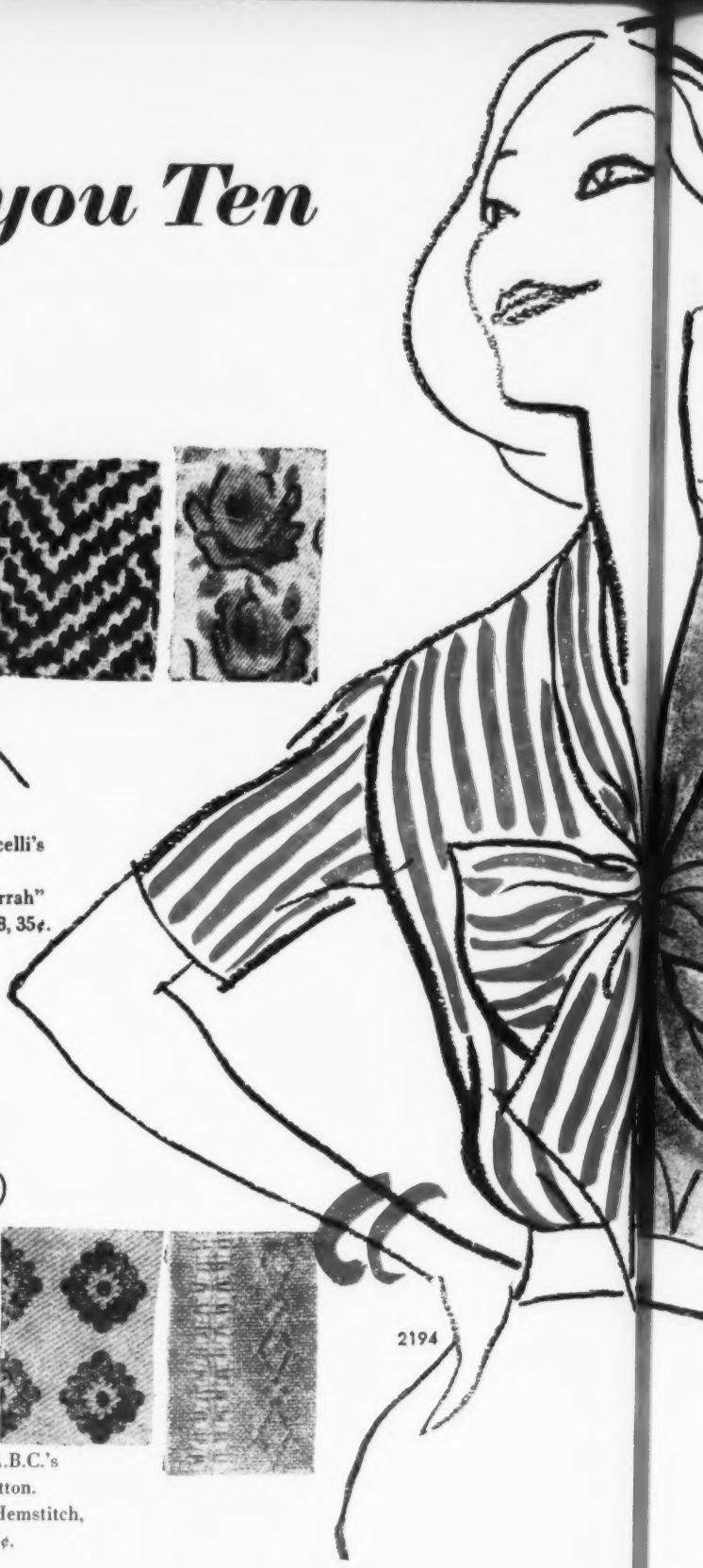
Then, for savory advice, there's a full page of

Fitting tips

straight from our well-known Simplicity stylist, Jane Scott.

Five gets you Ten





A. M. Short-sleeved jabot blouse in Belding Corticelli's "La Bella Shan", a pure silk shantung print.

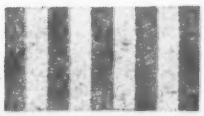
P. M. Lantern-sleeved version in Cohama's "Silsurrah" print. Buttons by BGE Originales. 2337, sizes 11-18, 35¢.

A. M. Billowy-sleeved top with peter pan collar in A.B.C.'s Everglaze Minicare "Bercina", a foulard-printed cotton.

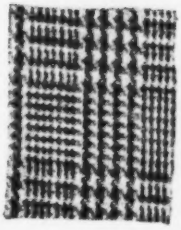
P. M. Boat-necked in Wamsutta's "New Bedford" Hemstitch, a leno cotton. La Mode buttons. 2272, sizes 11-18, 35¢.

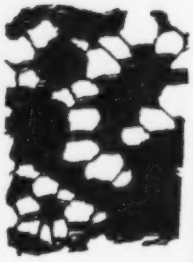
A. M. Bow-tied blouse with short sleeves in Wellington Sears' "Sail-Ho" sailcloth.

P. M. Long-sleeved in Bloomsburg's "Heatherdew" chiffon. BGE buttons. 2194, sizes 12-42, 35¢.

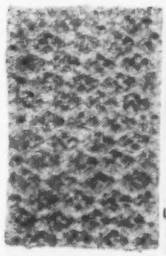


Make these blouses as different as day and night.
Sew them in cotton, linen. silk, and wool.
Button them in wood, brass, bone, jet, and rhinestone.
Have a smart new outfit every time.





A. M. Daytime shirt with wrist-length sleeves, very classic in Herbert Meyer's fine surah cotton plaid.
P. M. After-dark shirt with three-quarter sleeves in Ametex cotton lace. La Mode buttons. 2347, sizes 12-20, 35¢.



A. M. Simple-To-Make overblouse with banded neckline. In Wyner's worsted bulky jersey.
P. M. Short-sleeved with cuffed collar. Moygashel's "Holloway" embroidered linen. 2305, sizes 12-20, 35¢.

Backviews, page 112. Yardages, page 114.
All Simplicity Patterns are printed.

JOAN BLUME

Party Props

Slips and petticoats festively treated as an integral part of a party dress.

A half slip, lace flounced, sleekly underlines this sheath with back-dipped cowl. **Slip** of Skinner's "Truhu" silk crepe: 4470, sizes 12-48, 35¢. **Dress** of Cohama's silk broadcloth print: 2411, sizes 11-18, 50¢.

A bouffant slip, edged in lace, understudies this full-skirted Simple-to-Make dress with square neck. **Slip** of Celanese Arnel taffeta. 3766, sizes 11-18. 35¢. **Dress** in Goodman and Theise silk print: 2338, sizes 11-18, 50¢.

Use go-together colors, prints, and fabrics...

Achieve beautiful couturier effects with over-all and under-all planning.

A princess slip, printed in silk and frosted in lace, partners a Slenderette dress with horseshoe neckline. **Slip** of Rosewood's "Silkanara," a blend of silk and rayon. 3352, sizes 12-46, 25¢. **Dress** in Oneida's "Silktop" of silk and Bemberg rayon. 2303, sizes 12-42, 50¢.

A petticoat shows its affinity (in line and print) for an outstanding party dress. Petticoat and sash of Logantex' Everglaze "Early American," a cotton satin. Dress of Queen Anne cotton satin. **Petticoat:** 3766, sizes 11-18, 35¢. **Dress:** 2299, sizes 11-18, 50¢.

Backviews, page 112. Yardages, page 114. All Simplicity Patterns are printed.

• Right: The square-crowned hat with pleated brim in Heller's "Sampler", a Needlepoint cotton knit. An obvious case of collusion: the reversible clutch bag that can change sides (plain or print).
• Below: The profile hat splashed with flowers in Springmaid's "Robest" cotton print. Use remnants to improvise an ascot.
Both hats and the bag:
2244, sizes 21½, 22, 23, 50¢.

a Touch of Spring

Small details that make the big difference:

Several sets of printed accessories

do wonders to brighten and lengthen the life of a suit or dress.

1390

• Above: A pert little pill box hat punctuated with polka dots that carry over into a bow-tied collar and cuffs. Of Moygashel's "Sandhurst" printed Irish linen.
• Right: A rakish beret that makes eyecatching headlines in striped silk broadcloth by Cohama. Sharing its jaunty outlook on fashion, a button-up dickey with rounded collar. Everything featured on this page: 1390, one size only, 35¢.

Hats and bag interfaced with Interlon.
Yardages, page 114.
All Simplicity Patterns are printed.

Scotty's Corner

Most of us girls — and I mean us girls from 18 to 80 — have spent the past few months wrapped in winter coat cocoons that disguise our indulgences in creature comforts and calories. Now we're ready and anxious to shed those cocoons and fly forth as the glamour girls we all like to think we are.

That means new clothes — delightful thought! And if you haven't bought a pattern lately, the best advice I can give you is: Take your bust, waist, hip and back waist length measurements before you buy another. And I hope you won't be shocked at what the tape measure tells. But even if you are, believe it and buy your next pattern accordingly. Be sure to check your measurements with those on the measurement chart in the pattern catalog. Then buy the size pattern shown for your measurements, even if your pride screams in agony.

Don't go into a tizzy if your measurements indicate that you need a Half Size pattern. "Half Size" doesn't mean that you're old or fat. Half Size is not a weight nor an age; it is a type of body. The Half Size pattern has shorter shoulders, a shorter waist and skirt and it is proportionately fuller in the waist and hip. Half Sizes run from 12½ to 24½.

When you get your pattern home, find out where the bodice dart comes on your figure. It ought to point to the fullest part of your bust. You can find out if it does by measuring yourself from the shoulder where it joins the base of the neck, straight down to the point of the bust, and then measuring the pattern in the same place. If those two measurements agree, you're in fine shape. If they don't — if the pattern dart hits you above your bust point — you may have to change the location of the dart on the pattern. The new Simplicity Sewing Book tells you how to do that.

But before you rush to change the location of the dart, let me tell you what happened to me once. One day a friend was with me when I was dressing to go out. Suddenly she said, "For goodness sake, Scotty, fix your bra straps." I looked down; neither of the straps had popped, so I said, "Nothing's wrong with my straps." And she said, "Nothing except your bust is lying on your tummy. Shorten the straps." And I said, "You mean, look — uh huh?" And she said, "I mean look 100% better in your clothes and 10 years younger." Well, I pulled up my straps and looked in the mirror, and I tell you my big mouth just fell open. I could believe I was really in my twenties again in just those few seconds. So you just try that up-sa-daisy trick and maybe you won't have to change the position of the bodice dart — or at most, only a little.

And for goodness sake, if you have grey hair and your figure is beginning to look mature, don't let it get you down. Chances are if you were a sparkling blonde in your youth, your personality is still sparkling blonde . . . with, perhaps, a bit more dignity in the sparkle. And if you used to wear bold, bright colors, try them again and see if they don't bring a sparkle to your heart and to your eyes.

Janie W. Scott

COUNTRY KNITS

THE CROSS-COUNTRY COAT

2136

2136 — A snappy, Simple-To-Make sport coat you can knit to your own pattern and color specifications. The fabric featured was jiffy-made on Pfaff's Speed-O-Knit knitting machine in Red Heart super fingering yarn by Coats & Clark's. For free machine- *and* hand-knitting instructions, send a stamped, self-addressed envelope to: Striped Knits, Coats & Clark's, 430 Park Avenue, New York, N.Y. Coat pattern (with optional scarf and hood), sizes 11-18, 50¢.

Buttons by Costumakers.
Interlon interfacing.
Backviews, page 112.
Yardages, page 114.
Accessories, page 106.
All Simplicity Patterns are printed.

LOUIS FAURER

COUNTRY KNITS

THE TWEED KNIT JACKET

2273 – For a handsome yoked sports jacket with tweedy effects, knit your own fabric, then cut it to the pattern. Raw material for this jacket was whipped up on a timesaving Brother Knitter using Brother's "knit-yard" technique and Coats & Clark's Red Heart super fingering yarn. Obtain free instructions for both hand- and machine-knit tweed by mailing a stamped, self-addressed envelope to: Tweed Knits, Coats & Clark's, 430 Park Avenue, New York City, New York. Pattern comes in sizes 12-20, 35¢.

LOUIS FAURER

THE COTTON KNIT OVERBLOUSE

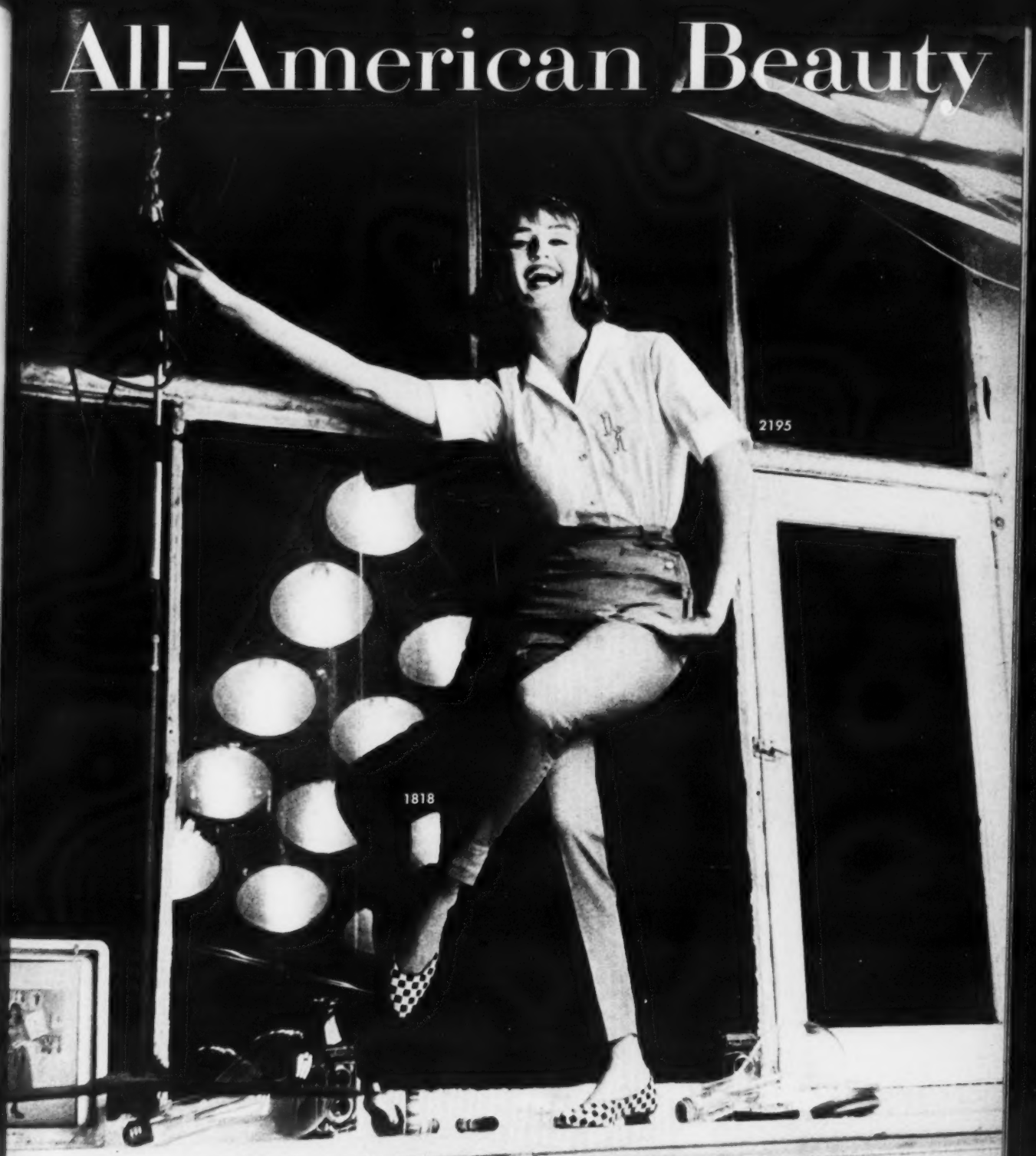
1172 – For an easy-fitting middy keyed to easy country living, Heller's "Amigo", a yarn-dyed cotton jersey. Sizes 12-20, 35¢.

2393 – Slim-jim pants in Heller's "Fauna", a sleek leopard Needlepoint cotton knit. Sizes 11-18, 50¢.

Buttons by Costumakers. Interlon interfacing.

Backviews, page 112. Yardages, page 114. Accessories, page 106. *All Simplicity Patterns are printed.*

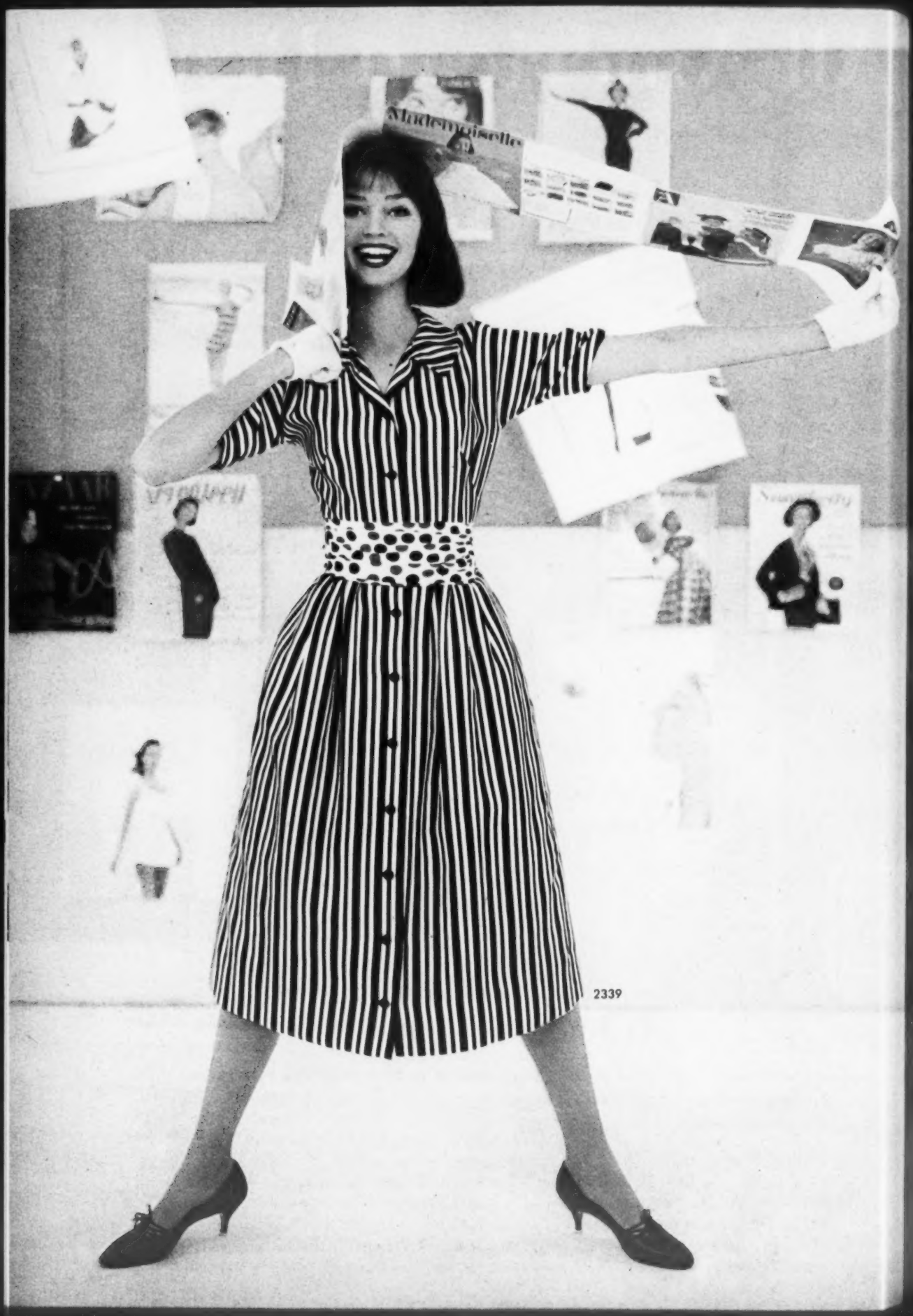
All-American Beauty



DOLORES HAWKINS, ONE OF AMERICA'S TOP-NOTCH MODELS, has the enormous eyes, the pixy bangs and the flawless complexion (very little foreign aid, thank you) that make her a natural beauty on-and-off-camera. She has chosen three Simplicity outfits that reflect her own good fashion taste and bring out the gamine quality of her own good looks. Shown here "at work" in the studio are the kind of leisure-time clothes that Dolores wears when she leaves New York City life 80 miles behind her every weekend (two horses and a small house furnished in Early American style are the out-of-town drawing cards).
2195 – A classic shirt with embroidered monogram and roll-up sleeves. Of broadcloth in a blend of Du Pont Dacron and Pima cotton. Sizes 12-44, 35¢. Transfer for alphabet included.
1818 – Tapered pants in "Sutta Twill." Sizes 24-28, 50¢. Both "Good Conduct" fabrics by Wamsutta.

LOUIS FAURER

(Continued)



2339

ALL-AMERICAN BEAUTY

Dolores is a small-town girl whose big-city success six years ago has put her face on many magazine covers and her name on many an editor's "most-wanted" model list. Cinderella style, it happened when an advertising executive discovered Dolores hostessing in a New York City restaurant (it was her first day on the job), and called up a well-known fashion photographer. The photographer was so impressed that Dolores never went back to the restaurant except to eat. Since then life has been a hectic round of bookings that may take her across town today, across country tomorrow, and across the world next week. Wise in the ways of travel and fashion planning, Dolores gives a vote of confidence to the classic American shirt dress shown at left. She likes its tailored lines, its softened skirt, the punch of its polka-dotted cummerbund. She feels pure silk is a perfect traveler and could show up at appointments (in Europe or the West Indies) looking just as fresh as when it left home. Both fabrics are A. P. Silk's "Segreta". The dress is Simplicity's 2339 and comes in sizes 11-18, 50¢. Every All-American Beauty (even one as addicted to casual clothes as Dolores) will look radiant in the strapless princess-cut gown shown at right. Perfect for proms and all Important Occasions, it's cut in Bullwinkel's white-on-white embroidered Everglaze cotton satin. Dramatic emphasis: a matching stole vividly lined in Peter Pan's apple red Everglaze "Cygnette". The gown is Simplicity's 2404 and comes in sizes 11-18, 50¢.

Buttons by La Mode. Interlon interfacing. Zipper by Coats and Clark.
Backviews, page 112. Yardages, page 114. Accessories, page 106.
All Simplicity Patterns are printed.

LOUIS FAURER

THE ANSWER DRESS IN THE ANSWER FABRIC...

A.M. On call for shopping and suburban lunches, a full-skirted dress kept temporarily under wraps by its waist-length jacket. Featured: Cut-in-one sleeves and a prettily detailed collar.

P.M. Answer to an invitation for dinner or bridge — the same dress free of its jacket and showing a smart bateau neckline. Late-day additions: a pearl rope, a long twist of velvet ribbon, a chignon hat, and one big rose. In William Simpson's Everglaze "Royal Kentima", a Dacron-and-cotton blend. 2444, sizes 11-18. 50¢.

Overskirt interfaced with Pellon. Buttons by BGE. Talon Magic-Tab zippers.

Backviews, page 112. Yardages, page 114. Accessories, page 106. All Simplicity Patterns are printed.

Early and late editions of two Simple-To-Make styles in carefree Dacron and cotton*

MARIA MARTEL

A.M. Very responsive to country living, a scoop of a dress that looks pretty at breakfast and stays fresh as printed roses all day long. Wrap-around sash can be tied front or back.

P.M. A quick answer to the party in suburbia, an overskirt in shocking pink lined with roses. Scoop-neck dress of Crompton's Charmed Dacron-and-cotton blend. Sash and overskirt of Crompton's coordinated solid in the same easy-to-care-for fabric. 2427, sizes 11-18. 50¢.

**Dacron is Du Pont's polyester fiber.*

La Mo
Backvi

I've taken to Prints

So says Mrs. John Carpenter who wears Slenderette patterns in a woman's size 16 and makes no bones about it. This spring's prints have won her, but she's been careful not to go overboard. In her sewing plan, two-thirds oriented to a city life, she picked an all-over floral for her dressy shirt dress, a neat geometric for the blouse and lining of her daily suit, and treated her handsome coat-and-dress costume to a print lining with hat to match. Attention Slenderettes: In these well-chosen prints Mrs. C. looks years younger, not one pound heavier.

MARIA MARTEL

Above: ***Neat geometric in blouse and lining*** of a three-piece suit. Boxy jacket and slim skirt in McBratney's salt-and-pepper imported linen tweed; short-sleeved blouse to tuck in or pull over in hand-screened silk linen print by Pavillon. 2215, sizes 12-42, 50¢.

Left: ***Dash of print on head and in lining*** perks up plainly elegant coat and dress. Wing-collared, over-everything coat in Forstmann's coral Monotone wool tweed; short-sleeved, scoop-necked dress in matching "Dardanel," a Celanese Arnel by Fabrex. 2421, sizes 14-42, 50¢. Hat: 2244, sizes 21½, 22, 23, 50¢. Hat and lining both in shirt dress' print.

Facing page: ***All-over floral print*** for a dressy shirt dress with convertible collar and three-quarter bell sleeves that can also be cut short or left out. Hand-screened silk linen print by Pavillon. 2412, sizes 12-42, 50¢.

*La Mode buttons. **Pellon** interfacing. Self-belt by Bac-A-Brand. Talon zippers.*
Backviews, page 112. Yardages, page 114. Accessories, page 106. All Simplicity Patterns are printed.

I wear Separates all day long

That's how comfortable Mrs. Peter Benson, a country dweller with a half size figure, feels in skirts, blouses and jumpers. They're not just for college girls, she maintains. Rules for wearing Slenderette separates boil down to two: Keep your colors constant (blouse, skirt, and belt in shades of one color), keep your patterned effects small to medium in scale. That way half size figures will look as long and slim in separates as in a one-piece dress, also can enjoy the wardrobe-multiplying benefits of change-about styles and accessories.

Above: Classic shirt in blue blends with flared plaid skirt and in-key leather belt. Shirt in Skinner's "Truhu," a hand-washable silk crepe; skirt in Anvil wool plaid by Forge Mills.

Right: Plain V-neck jumper takes same shirt style, now cut in a small tidy print. Jumper in Cohama's "Tonkin," a rayon-and-silk blend; shirt in A. P. Silk's "Segreta," a pure silk print. Unifying color from top to hem: blue.

Facing page: Same plain silk shirt, now scarfed, jeweled and newly belted, gets a blue skirt (style identical to plaid). Skirt in "Cielo," an imported wool broadcloth by Zeiler. Everything on these pages: 2267, sizes 12½-24½, 50¢.

La Mode buttons. Pellon interfacing.
Talon zippers. Backviews, page 112.
Yardages, page 114. Accessories, page 106.
All Simplicity Patterns are printed.

2267

Backviews, page 112. Yardages, page 114. All Simplicity Patterns are printed.

THE WEDDING

Plan it with roses

The form and colors of the rose inspire décor, bouquets, and fabrics at this spring's fashionable weddings.

For the *bride*, a great traditional gown with scoop neck, basque bodice, and sweeping skirt of inverted pleats.

• 2223, sizes 11-18, 50¢. (The roses are in her bouquet.)

For the *maid of honor*, this tucked bouffant, partial to a rosy print. • 2414, sizes 11-18, 50¢.

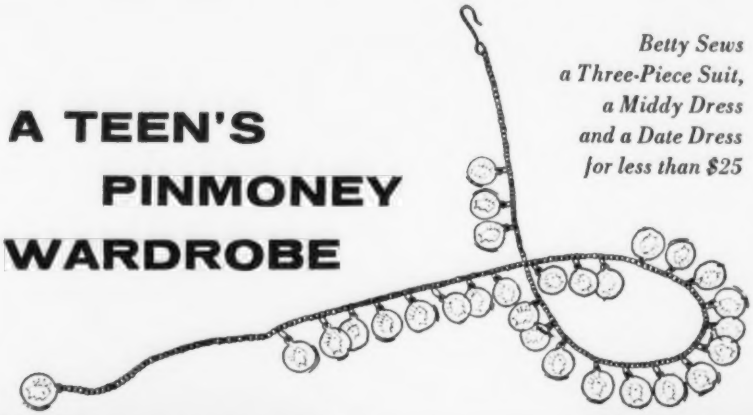
For the *flower girl*, roses engraved on the sash of her floor-length gown. • 2353, sizes 7-14, 50¢.

For the *bride's mother*, rose-patterned lace in a Slenderette with V neck, a skirt flaring softly from the hips.

• 2325, sizes 14½-24½, 50¢.

2314

A TEEN'S PINMONEY WARDROBE



Betty Sews a Three-Piece Suit, a Middy Dress and a Date Dress for less than $25

SUIT AND BLOUSE		
6⅞ yds. @ 1.20 yd.	$8.25	
findings	1.55	
pattern 2280	.50	
		10.30
MIDDY DRESS		
3¾ yds. @ 1.00 yd.	3.75	
findings	1.10	
pattern 2363	.50	
		5.35
DATE DRESS		
6⅝ yds. @ 1.00 yd.	6.65	
findings	.90	
3 yds. ribbon	1.05	
pattern 2314	.50	
		9.10
Total		$24.75

CYRIL MC CLEAN

• Left: 2314—Date dress with puffed-out sleeves and skirt sashed with velvet ribbon. Of Joyland Everglaze sateen in a Rose Stripe by Pacific Mills. Sizes 10-16, 50¢.

• Above left: 2363—Schoolgirl's back-buttoned middy and pleated skirt in polka-dotted, crease-resistant "Honella," a linen-like rayon by Fuller. Teen sizes 10-16, junior misses 11-15, 50¢.

• Above right: 2280—A very grownup, Chanel-type suit. Patch-pocket jacket and slim skirt in a plain; overblouse and lining cross-striped. All of "Hoya," Dan River's Wrinkl-shed flecked cotton. Sizes 10-16, 50¢. Coin necklace by Accessocraft. Shoes by Pappagallo. Bag by Pyramid Leather Goods.

Buttons by Costumakers. Formite interfacing. Coats & Clark zippers.

Backviews, page 112. Yardages, page 114. Accessories, page 106. All Simplicity Patterns are printed.

The Nine-Months Plan

• Above: 1850 — An informal plan for serving breakfast at home or receiving friends at the hospital . . . The yoked, dress-length nightgown is topped by its airy negligee with graceful lantern sleeves and a pampering of lace. In Travis's "Cortez", a blend of Du Pont Dacron and cotton. Heavy venise lace by Thomas Wilson. Sizes 11-18, 50¢.

• Right: 2278 — An easy plan for shopping. . . . The sleeveless coat dress (which may go it alone when summer comes) is understudied by a shirt with overflowing bow. In "Candora", a blend of Cupioni and cotton. Checked dress in "Sun Play" a blend of viscose and acetate. Both by Fuller. Sizes 11-18, 50¢.

A well-organized maternity wardrobe in compatible styles, colors, and fabrics

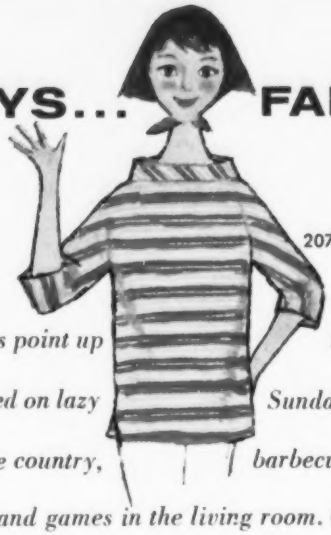
• Left: 1027 – A plan of action that keeps her looking pretty as she goes about her garden. . . . The floral-printed top with full, three-quarter sleeves is gathered to a yoke. The torero pants are easily expandable when made with Talon's Slide-Fit adjustable closure. Of plain and printed Indian Head All-Purpose cotton. Sizes 11-18, 35¢.
Practical note: For a change of partners, wear torero pants with the bow-tied shirt shown at left.

FRANCES PELLEGRINI

• Right: 2395 – A suit plan that smartly fills all social engagements. . . . The jacket is short-sleeved, double-breasted, and moderately flared from the shoulders. A suggestion of belting in back releases two low-set pleats which are then repeated on the narrow skirt. In Weil & Schoenfeld's Wash-O-Matic "Belfast", a rayon fabric with the look of linen. Sizes 11-18, 50¢.
Practical note: The jacket may alternate with either of the blouses shown on these pages.

Buttons by Costumakers. Interlon interfacing. Talon Slide-Fit adjustable closures.
Backviews, page 112. Yardages, page 114. Accessories, page 106.
All Simplicity Patterns are printed.

LAZY SUNDAYS... FAMILY STYLE



2075

Look-alike shirts point up those special family relationships deepened on lazy Sunday afternoons with picnics in the country, barbecues in the backyard, or chatter and games in the living room. Good choice for a fun-loving modern mother and the daughter who takes after her — a straight pullover with cuffed stand-away collar and action-proof, cut-in-one sleeves. Smart over slacks, shorts, and tailored skirts; pretty in Lowenstein's casual but feminine "Signature Luxuria", a blend of cotton and silk. Mother's pullover: 2075, sizes 10-17, 50¢. Daughter's pullover: 2101, sizes 7-14, 50¢.

2101

GINNIE HOFMANN

2081

For father and son, classic shirts with a sporting outlook. In William Simpson's easy-to-care-for "Royal Kentima," a Dacron-and-cotton blend. Dad's: 2081, in small, medium, large, extra large, 35¢. Son's: 2212, sizes 4-16, 35¢.

2212

Backviews, page 112. Yardages, page 114.

PHOTOGRAPHED IN COLOR

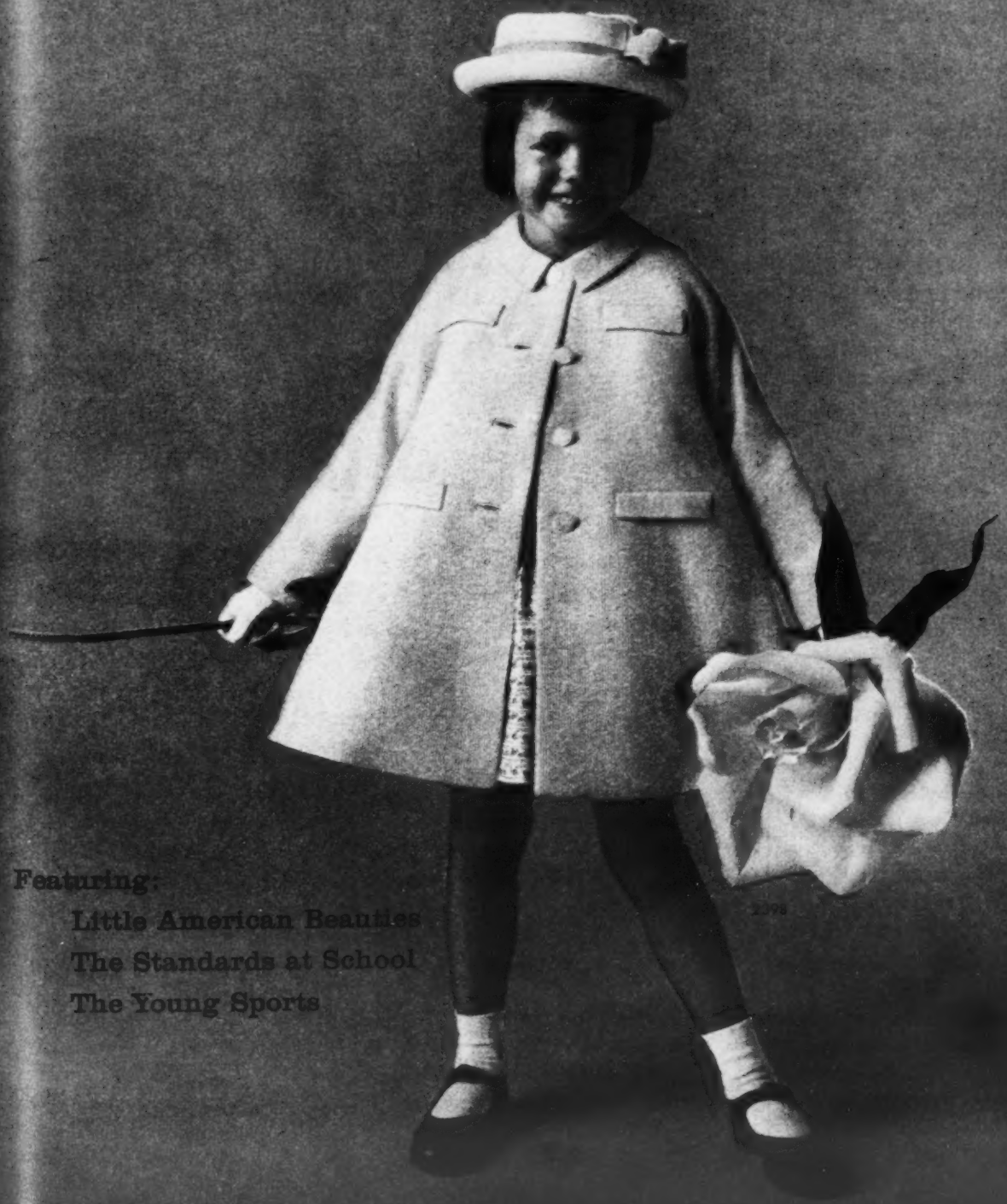
• Cover: 2398 — Easter ensemble for the Little American Beauty — a Simple-To-Make coat lined with roses to match its full-skirted dress. Coat: Milliken yellow bouclé tweed in a blend of wool, linen, and cotton. Print: Fuller Fabrics crease-resistant Fullerset with Dip 'n Dry finish. Sizes 1-6, 50¢.

La Mode buttons. Interlon interfacing. Backviews, page 108. Yardages, page 110. Accessories, page 106. All Simplicity Patterns are printed.

Simplicity Patterns for

Children

Fashions for the first dozen years



Featuring:

- **Little American Beauties**
- **The Standards at School**
- **The Young Sports**

Little American Beauties

Young America faces Spring in new fashions and fabrics with a rosy future. From left to right:

• 2397 — A collarless jacket and pleated skirt plus prettily flowering middy. Suit: Indian Head All-Purpose cotton. Blouse and lining: A.B.C.'s Everglaze Mellochyne. Sizes 7-14, 50¢.

• 2405 — Rose-printed dress with a skirt of unpressed pleats. Top interest: a brief jacket lined in roses. Simple-To-Make. Ely & Walker Quadriga cotton print. Jacket of Avondale Perma-Pressed Dublin. Sizes 1-6, 50¢.

• 2396 — For toddlers, a yoked coat, rose-lined to match its "Eloise" print dress. Wamsutta Suttina print with Good Conduct crease resistant finish. Coat of Lebanon Wash-a-Flan. Sizes ½-3, 50¢.

• 2400 — Roses in a double role — on a dress with bow accents, inside a coat with all-in-one sleeves. Coat: Moygashel Shanlin Irish linen. Dress and lining: Goodman & Theise pure silk shantung print. Sizes 7-14, 50¢.

Pearl buttons by La Mode.
Self-covered buttons by William Prym.
Interlon interfacing.
Backviews, page 108. Yardages, page 110
Accessories, page 106.
All Simplicity Patterns are printed.

Four Easter ensembles in rose colors and rose prints

TANA HOBAN

The standards at school

This four-page school report reflects the high fashion and fabric standards in new spring terms.
Left to right: • 2283 – A Simple-To-Make coat featuring easy cut-in-one sleeves and patch pockets with lots of hand room. In Milliken's "Windom" check, a blend of nylon and wool. Sizes 7-14, 50¢.
• 2248 – Double-breasted coats for sister and brother. Both in Lebanon's "Wedgmoor" flannel. Sizes 2-6, 50¢.
• 2206 – A suit with pleated skirt and smartly detailed box jacket. In Milliken's "Lorette", a blend of Orlon and wool. Sizes 7-14, 50¢. All four fashions are lined with Earl-Glo de luxe rayon twill.

Self-belt by Bac-A-Brand. Talon Magic-Tab zippers. Buttons by BGE Originales. Pellon interfacing. Backviews, page 108. Yardages, page 110. All Simplicity Patterns are printed.

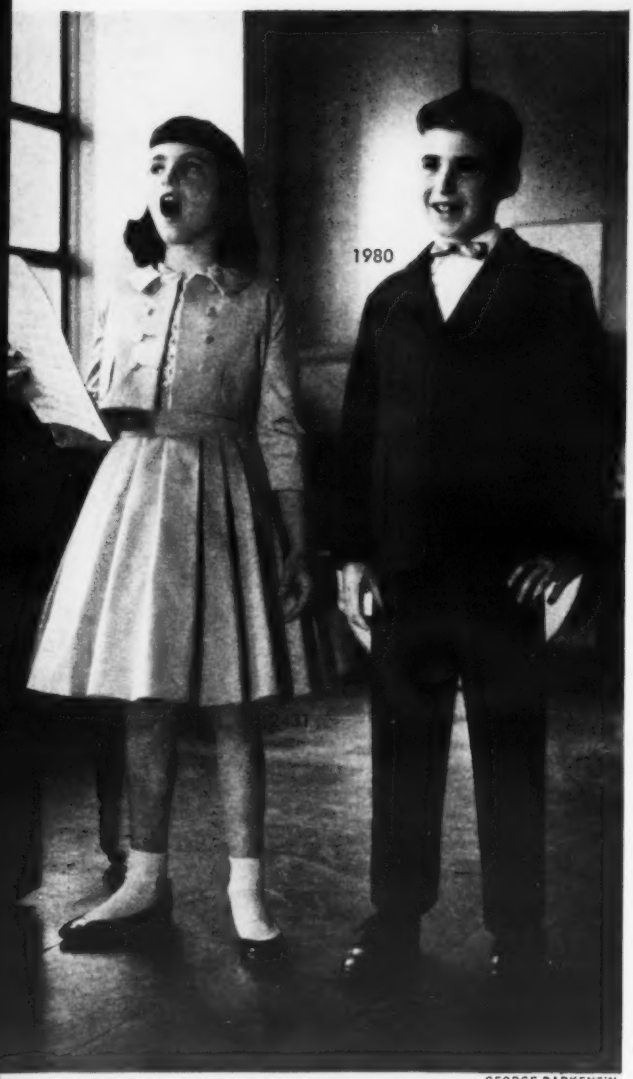
• 2282 — A shirtdress with long sleeves, very smart at school in stripes that go both ways. It has a shaped back yoke, a full skirt, a band of buttons from collar to hem for straight-forward opening. In Riegel's "Lustra" Everglaze polished cotton. Sizes 7-14, 35¢.

• 2204 — A Simple-To-Make jumper of Riegel's Sanforized "Ship-Ahoy" poplin. Blouse of Riegel's Everglaze "Minicare" cotton. Sizes 7-14, 35¢.
• 2356 — Boy's shirt of "Dazzle" Press-less combed broadcloth by Springmaid. Pants of Lebanon's "Wash-a-Flan". Sizes 4-12, 50¢.

GEORGE BARKENTIN

The standards at school

Straight "A" fashions scheduled for special events



GEORGE BARKENTIN

Discriminating critics at the Dramatic Club production.
• 2355 – A drop-waisted beauty with big puritan-white collar and cuffs and a gathered skirt. Of Indian Head "Talent-Set" cotton. Sizes 7-14, 35¢
• 2401 – The long-torso dress with a tab the length of its bodice and a skirt of inverted pleats. A.B.C.'s Everglaze "Mellochyne" print. Sizes 7-14, 35¢.

Soloists at the Easter recital of the Choral Group.
• 2431 – Noted for spring, a pleated skirt, cummerbund-length jacket, and sleeveless blouse. Tarnmoor's plain and printed "Pampered" cotton. Sizes 7-14, 50¢.
• 1980 – For an up-and-growing young man, a classic three-button suit. In Lebanon's "Wash-a-Flan" lined with Earl-Glo rayon twill. Sizes 2-10, 50¢.

Buttons by BGE Originales. Pellon interfacing. Talon Magic-Tab zippers.
Backviews, page 108. Yardages, page 110. *All Simplicity Patterns are printed.*

Host and hostess assuming their social obligations at the class tea for parents.
• 2247 — A dress with fitted bodice and graceful skirt of unpressed pleats. The waist-cropped jacket may be left unbuttoned to admit a glimpse of its frilly contrast yoke. In "Conespun" Everglaze sateen by Cone Mills. Sizes 1-6, 50¢.
• 1019 — A blazer jacket in bold blazer stripes. Of Avondale's Perma-Pressed denim lined with Earl-Glo rayon twill. Short pants in a coordinated plain denim. A vest (not shown here) is included. Sizes 2-8, 35¢.

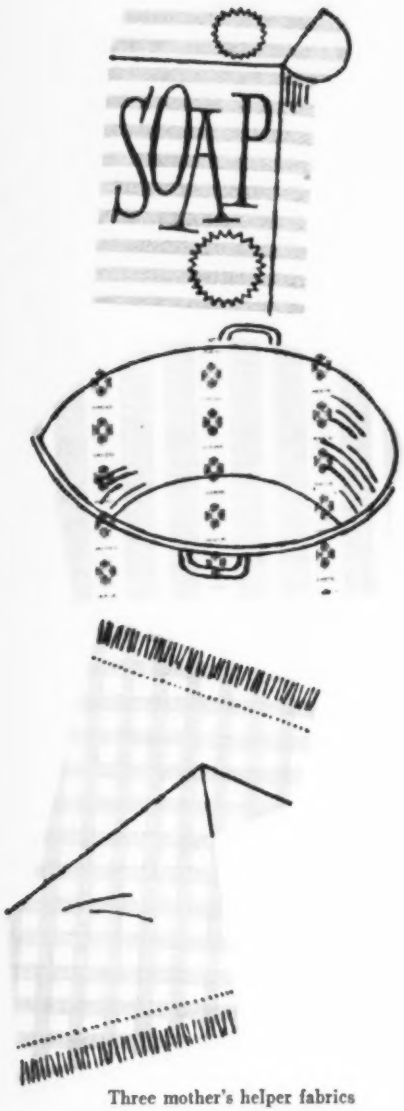
The black and the white

Black and white are formally introduced in these party fashions for 1958's best-dressed younger set.
Left to right: 2403 – Black nylon velvet accents on a tiered dress of Stoffel's Swiss organdy. Sizes 1-6. 50¢.
2436 – Black rick rack on a polka dot partygoer with inverted pleats. Of Bates Disciplined cotton. Sizes 1-6. 35¢.
2322 – White lace on a shirtdress, checked for partying. Tissue gingham by A. E. Nathan. Sizes 1-6. 35¢.
1019 – Gray flannel (just a shade short of black) in a suit with blazer jacket. Of Lebanon's "Wash-a-Flan" lined with Earl-Glo rayon twill. White note: a clean shirt. Sizes 2-8. 35¢.
2249 – Pure white petticoat-blouse, sewn all in one and daintily tucked. Of Peter Pan's "Cygnette." Black and white stripes on a swingy suspender skirt. Of a Peter Pan novelty stripe. Sizes 1-6. 35¢.

Buttons by Costumakers. Rick rack by Trimtex. Lace by Thomas Wilson. Suit interfaced with Armo. Talon zipper.
Backviews, page 108. Yardages, page 110. All Simplicity Patterns are printed.

Mother's little helper clothes

in Mother's little helper fabrics



Three mother's helper fabrics highly recommended because they require little or no ironing. *Top to bottom:* striped "Sandbar" denim; figured cotton in a striped dobby weave; vat-dyed cotton checks. All are Avondale Perma-Pressed fabrics.

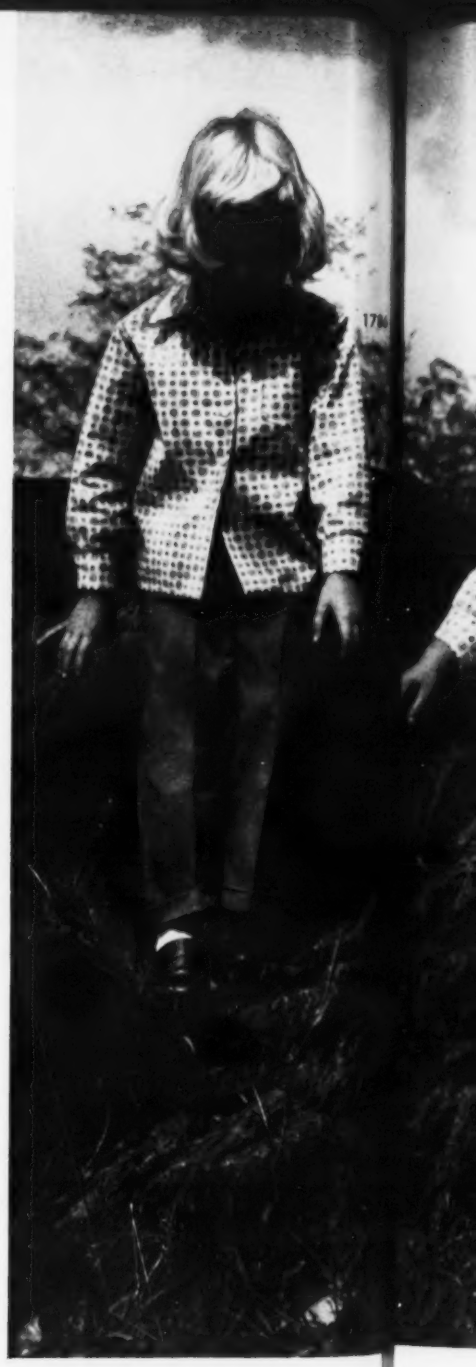
• 1368 – For the tiniest member of mother's KP squad, a charming ruffled dress plus its own loose, yoked jumper to provide protection against spillage. The kitchen crew shown here wears the jumper in checks and in candy and ribbon stripes, likes it pocketed or unpocketed, with or without bows. Dress has a full-circle skirt and is featured above in Fuller Fabrics' Dip 'n Dry "Tanglewood", a blend of Du Pont Dacron and cotton. Other fabrics are seen in closeups at left. Sizes ½-3, 35¢.

• 2437 – A pinafore and dress designed for the time when all good girls come to the aid of their mothers. The tiny sponger likes her tailored pinafore in a strawberry print. The dainty sweeper prefers it sweetened with cotton eyelet ruffling. A mop-pet wears the dress alone. A feather-duster tops it with the coin-dotted pinafore. Dress is in Fuller Fabrics' "Carousel Plus", a Dip 'n Dry cotton. Other fabrics are shown in closeups at left. Sizes 1-6, 50¢.

Easy-care fabrics that should be a big help to mother. *Top to bottom:* ribbed cotton and printed "Fullerset" cotton – both by Fuller Fabrics with Dip 'n Dry finish; Berkshire Hathaway's Self-Controlled cotton, "Berkweve".

Backviews, page 108. Yardages, page 110. All Simplicity Patterns are printed.

THE YOUNG SPORTS



• Left: 2245 – For the good skate, a hooded jacket with elastic casing. In Heller's "Amigo", a yarn-dyed cotton jersey. The trim pants (and hood lining) in coordinated "Fauna", a Needlepoint cotton knit. Sizes 7-14, 50¢.
2211 – For sporting bloods, a button-down collared shirt in William Lind's "Alreco", a Sanforized broadcloth. Pants in Galey & Lord's "Kayak", a Sanforized cotton twill. Sizes 2-8, 50¢.

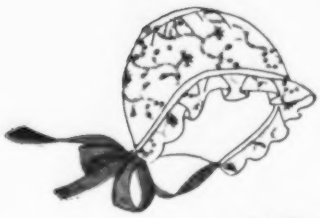
GEORGE BARKENTIN

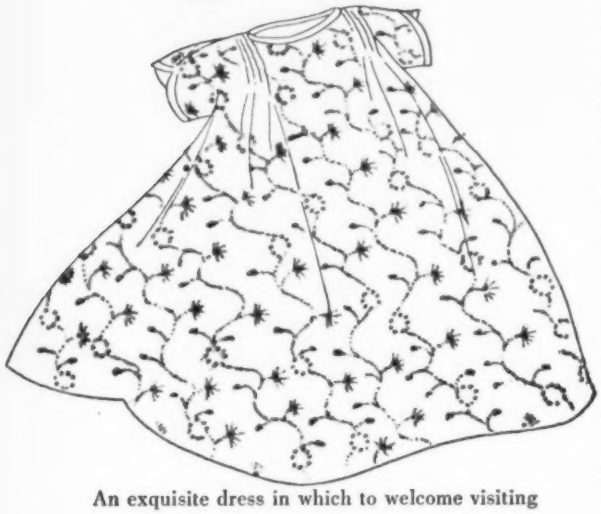
• Left: 1786—Playgirl and playboy fashions from the same pattern envelope. To meet the rugged demands of extra-curricular activity, overalls with buckle-down straps and a tailored shirt to top them off. Pants in sturdy Sanforized duck. Blouse in "Dublin Brights", a gaily printed cotton. Both fabrics by Avondale. Sizes 1-6, 35¢.

• Below: 1981—A back-yoked, open-neck shirt and pants that rough it in coordinated plain and striped "Sandbar" denim by Avondale. Sizes 2-8, 35¢. 2159—A shirt with roll-up sleeves in Wamsutta's Pima cotton. Bermuda shorts in J. P. Steven's "Surf Cast", a wrinkle-resistant cotton. Sizes 7-14, 50¢.

Buttons by BGE Originales.
Interlon interfacing.
Backviews, page 112.
Yardages, page 114.
All Simplicity Patterns are printed.

BABY BOUTIQUE





An exquisite dress in which to welcome visiting VIPs. Of gossamer embroidered nylon sheer by the Associated Lace Corp. Dress about $3.35.

Rosebud-printed kimono outlined in rick rack to wrap up a pretty baby. Of A. E. Nathan's "White Rose" percale. Franken's baby rick rack. Fabric, rick rack, and ribbon for under $1.20.

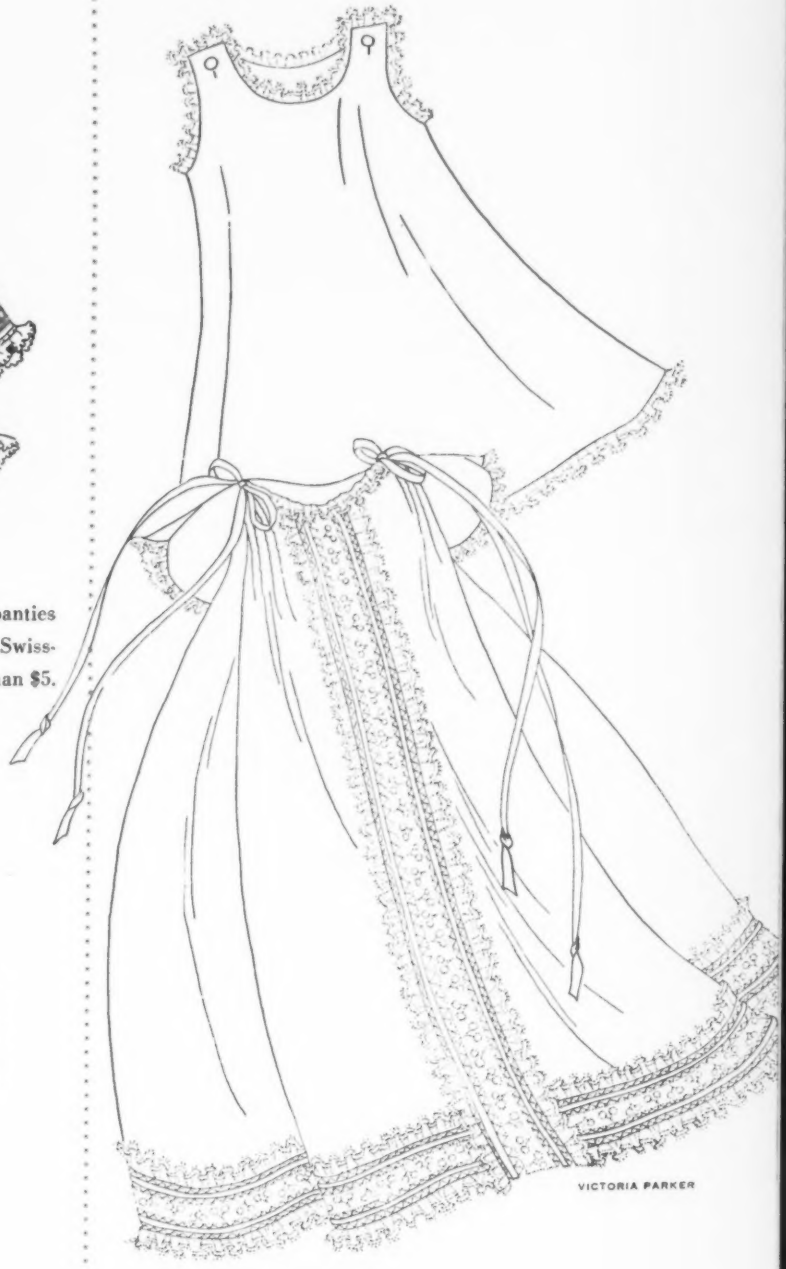
A beautiful carriage ensemble designed to win rave reviews from passing strollers. The coat has all-in-one sleeves and lace-edged peter pan collar. Matching bonnet is framed in lace. Both of Dumari "Viyella", a washable blend of virgin wool and cotton. Val lace by Franken. Fabric, lining, and trimmings: about $6.

Backviews, page 108. Yardages, page 110. All Simplicity Patterns are printed

Million-dollar treatments of a Simple-To-Make layette will give your baby a fashionable, inexpensive start in life . . . 4507, 35¢.

Baby's "at home" outfit—a sacque and plastic-lined panties foaming with ruffles. In Dumari dotted swiss with Swiss-embroidered baby ruffling by Franken. All for less than $5.

For a big milk imbiber, this dainty flower-appliqued bib encircled in lace. The bib of Stoffel's imported Swiss organdy. Both val lace edging and appliqued flower by Franken. Cost with all the trimmings: approximately $1.25.



A lace-lavished christening dress and slip that will be handed down from baby to baby. Both in Berkshire Hathaway's Everglaze "Berkease", a Minicare batiste. Faggoting and val lace by Franken. All for about $7.45.

4863

ELIZABETH KUHNER

Budding Ballerinas

The glamorous "onstage" ballet costume and the simple "offstage" practice leotard represent two important sides of a young dancer's life.

• 4863 — Opposite: For performances (or while she dreams about them), the enchanting classic tutu. Fitted bodice of Chromspun Deluxe acetate taffeta by H. Bates. Ethereal skirt of filmy nylon tulle by H. Bates. Sizes 4-14, 35¢.

• 2318 — For classroom or rehearsals on the lawn, two whimsical knittings of a one-piece, sleeveless leotard. In cotton jersey "Terrazzo" diamonds and "Roman Candle" stripes. Both fabrics by William Heller. Sizes 4-16, 35¢.

Backviews, page 108.
Yardages, page 110.
Accessories, page 106.
All Simplicity Patterns are printed.

Weight Lifters: a wardrobe for chubbies

2205

Fashions that have a streamlining effect on little girls with generous proportions. All four patterns shown here include a special guide sheet to use when adapting for the chubby figure. Clockwise from the top:

- *2205—A pleated skirt plus overblouse in minimizing lengthwise stripes. Sizes 7-14, 50¢.*
- *2203—A Simple-To-Make dress with detachable plastron shaped for bodice-whittling sight lines. Suggestion: a dark cotton and white rick rack accents. Sizes 7-14, 35¢.*
- *2202—Small printing of a dress with gathered skirt, contrast jacket. Sizes 7-14, 50¢.*
- *4418—Back-belted tweed coat, pocketed at a slimming angle. Sizes 7-14, 35¢.*

4418

2202

2203

MAGGIE MAC GOWAN

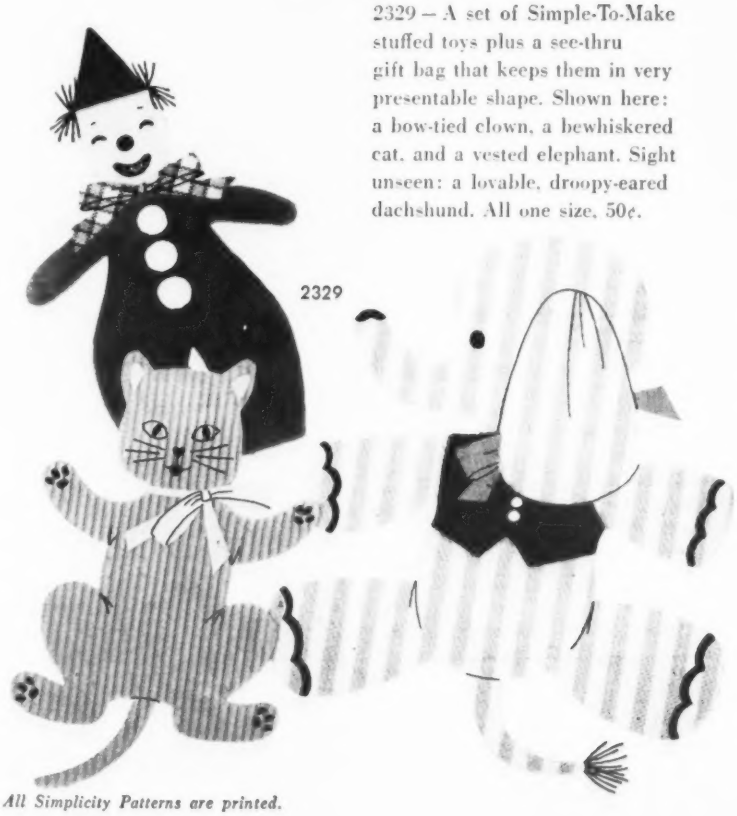
Backviews, page 108. Yardages, page 110. *All Simplicity Patterns are printed.*

Stuffed and nonsense

2330 — Stocking toys that lend themselves to monkey-shines and clowning. Included: a suitable costume for the big-mouthed clown, overalls and pinafore to distinguish Mickey from Minnie Monkey. One size, 50¢.

2330

2329 — A set of Simple-To-Make stuffed toys plus a see-thru gift bag that keeps them in very presentable shape. Shown here: a bow-tied clown, a bewhiskered cat, and a vested elephant. Sight unseen: a lovable, droopy-eared dachshund. All one size, 50¢.



2329

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...from PARIS

High style with self-cover buttons

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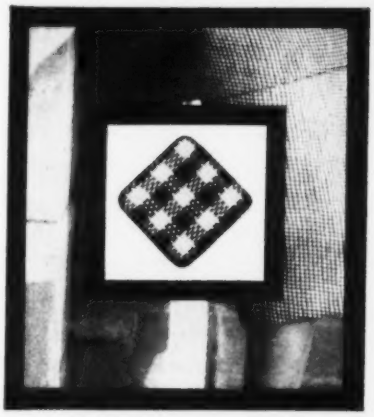

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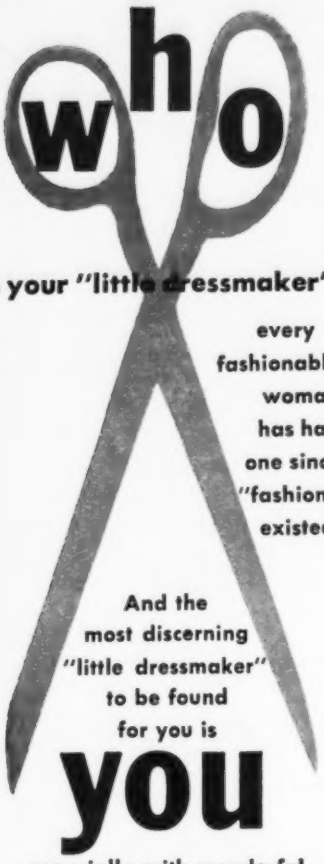

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Accessory listing

FOR SPRING 1958

Here is a listing of accessories used in this issue. For your convenience we mention the pages on which they appear and the manufacturer's address. If you would like information regarding the store in your vicinity which carries these accessories, write directly to the manufacturers listed. (All of them in New York City.)

BAGS

Pages: 58, 85
Coronet, 6 East 32nd Street

Pages: 50, 51, 53, 59, 77
Greta, 12 East 33rd Street

Page: 60
Josef, 30 East 33rd Street

Page: 76
Koret, 33 East 33rd Street

Page: 83
Pyramid Leather Goods,
34 West 33rd Street

BELTS

Pages: 58, 59, 79, 83
Calderon, 389 Fifth Avenue

FLOWERS

Pages: 48, 74
Flower Modes, 17 East 37th Street

GLOVES

Pages: 50, 73
Crescendoe, 240 Madison Avenue

Page: 70
Gloves by Superb, 240 Madison Avenue

Pages: 42, 44, 45, 46, 47, 48, 49
Launder Leather by Perrella,
389 Fifth Avenue

Pages: 72, 87, 88, 89
Wear-Right, 244 Madison Avenue

HATS

Pages: 58, 59, 85
Betmar, 1 West 39th Street

Pages: 44, 46, 48, 83
John Frederics' Charmers,
6 West 57th Street

Pages: 87, 89
John Frederics' Sweet Young Things,
6 West 57th Street

Pages: 51, 53, 59
Sally Victor, 18 East 53rd Street

JEWELRY

Page: 83
Accessocraft, 389 Fifth Avenue

Pages: 52, 53, 77, 78
Bobley, 40 West 37th Street

Pages: 50, 51, 58, 59, 85
Capri, 392 Fifth Avenue

Pages: Cover, 45, 46, 48
Castlecliff, 366 Fifth Avenue

Pages: 42, 47, 48, 49, 73
Ciner, 15 West 36th Street

Pages: 69, 70, 76, 78, 79
Frierich, 7 West 36th Street

Page: 74
Marvella, 136 West 52nd Street

Page: 60
Monet, 6 West 32nd Street

MAKEUP

Pages: Cover, 42-49
Helena Rubinstein:
Silk-Tone Liquid Foundation
Silk-Tone Rouge
Silk-Screen Face Powder

SCARVES

Pages: 48, 60, 71, 78, 79
Vera, 417 Fifth Avenue

SHOES

Pages: 58, 71, 72, 73, 102, 103
Capezio, 1612 Broadway

Pages: 53, 59, 83, 85
Pappagallo, 122 Fifth Avenue

UMBRELLAS

Pages: 44, 46, 48
Town Umbrellas, 39 West 29th Street

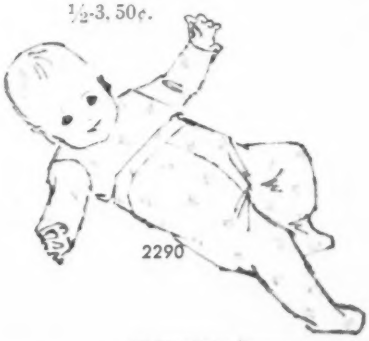
Retirement plans

2320 – A pre-retirement plan shared by a child and her doll: this wrap-around robe with shawl collar. Stuffed doll, doll-size robe included. Sizes 1-6, 35¢.

2324 – For dates with the sandman, pajamas that have a two-color approach to bedtime. Top is widely flared from its yoke. Sizes ½-3, 35¢.

2288 – To take the chill off a spring night. Simple-To-Make pajamas and night-capped night-gown in peppermint stripes. Sizes 1-6, 50¢.

2290 – Simple-To-Make wrap-around robe trimmed in a stripe. Two-piece pajamas with built-in toe-warmers may or may not match the trim. Sizes ½-3, 50¢.



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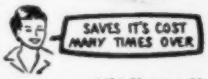

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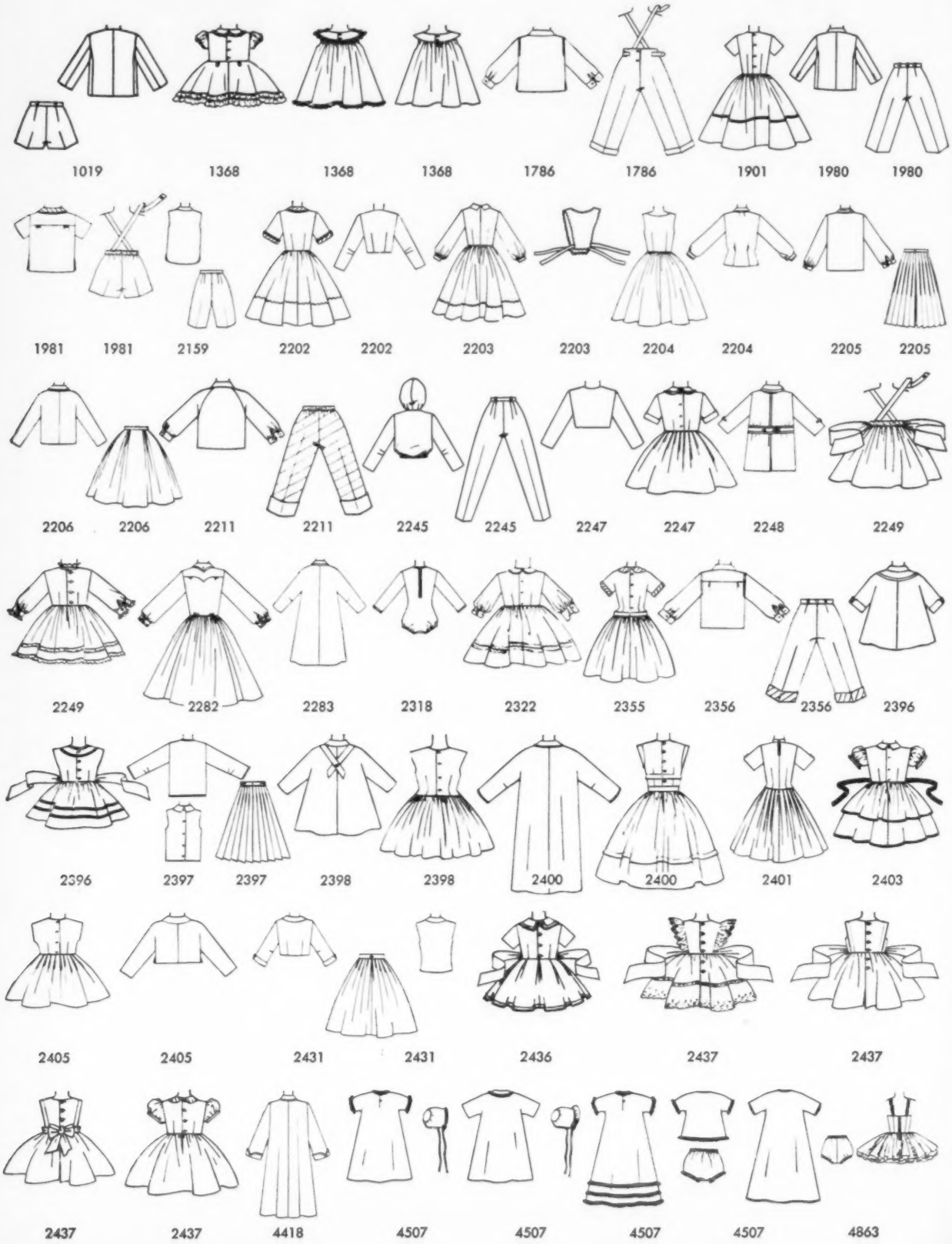
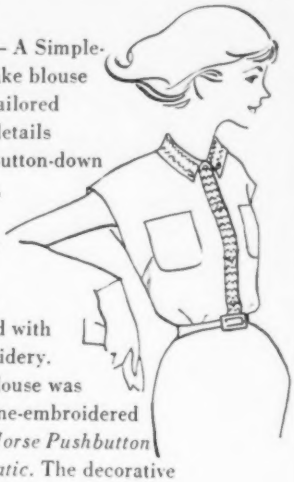
City ..... State .....

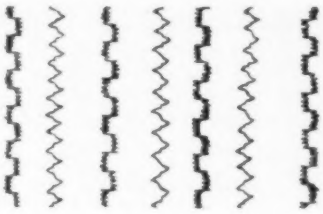
Backviews for styles shown on pages 87 through 104



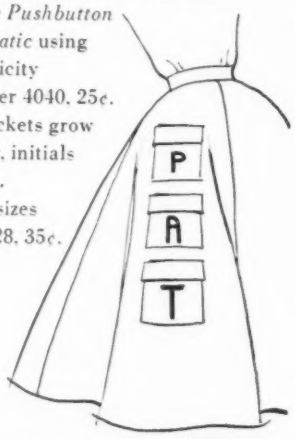
Accent on embroidery



2428 — A Simple-To-Make blouse with tailored shirt details (the button-down collar, the center tab) cross-striped with embroidery. The blouse was machine-embroidered on a *Morse Pushbutton Duomatic*. The decorative stitching may also be repeated on the two breast pockets. In sizes 10-16, 35¢.



2440 — A Simple-To-Make half-circle skirt with three envelope pockets personally addressed. Initials were embroidered on a *Morse Pushbutton Duomatic* using Simplicity transfer 4040, 25¢. As pockets grow larger, initials do too. Skirt sizes 23½-28, 35¢.



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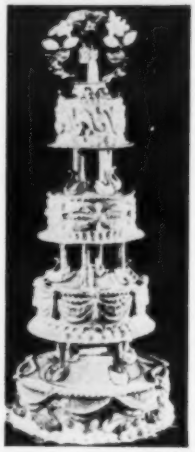

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Approximate yardages

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No.	Pages	Size		Yards	Width
1019	93	4	Jacket	1½	36"
			Shorts	¾	36"
1019	95	4		1½	54"
1368	96	2	Dress	1⅞	36"
			Jumper	1½	36"
1786	99	4	Overalls	1½	36"
			Shirt	1⅜	36"
1980	92	6		2	54"
1981	99	4	Shirt	1⅛	36"
			Pants	1¼	36"
2159	99	10	Blouse	1⅝	36"
			Shorts	1¼	36"
2202	104	10	Dress	3⅛	36"
			Jacket	1¼	36"
2203	104	10		4⅜	36"
2204	91	10	Jumper	3	36"
			Blouse	1⅝	36"
2205	104	10	Skirt	2⅜	36"
			Blouse	1½	36"
2206	91	10		3	54"
2211	98	4	Shirt	1½	36"
			Pants	1⅝	36"
2245	98	10	Jacket & hood	2⅛	36"
			Pants & facings	2½	36"
2247	93	4		2½	36"
2248	90	4		1½	54"
2249	95	4	Blouse petticoat	1⅜	36"
			Skirt	1½	36"
2282	91	10		3⅞	36"
2283	90	10		2⅞	54"
2318	103	10		⅞	54"
2322	95	4		2⅛	36"
2355	92	10		2⅞	44"
2356	91	8	Shirt	1⅜	45"
			Pants	1⅝	45"
2396	89	2	Dress	1¼	36"
			Coat	1½	36"
2397	88	10	Blouse	1⅛	36"
			Suit	4⅛	36"
2398	87	4	Dress	1⅜	36"
			Coat	1⅜	54"
2400	89	10	Dress	3⅛	36"
			Coat	3⅞	36"
2401	92	10		3⅝	36"
2403	94	4		2¼	45"
2405	88	4	Dress & jacket lining	2⅜	36"
			Jacket	1¼	36"
2431	92	10	Skirt & jacket	3¾	36"
			Blouse	1⅛	36"
2436	94	4		2¼	36"
2437	97	4	Dress	1½	36"
			Pinafore	1½	36"
4418	104	10		2¼	54"
4507	100, 101	One size	Long dress	1⅜	36"
			Short dress & bonnet	1⅛	36"
			Slip	1	36"
			Coat & bonnet	¾	54"
			Pants & sacque	¾	36"
			Kimono	1¼	36"
			Bib	⅜	36"
4863	102	8	Tarlatan	2¾	52"
			Bodice & skirt yoke	⅝	39"

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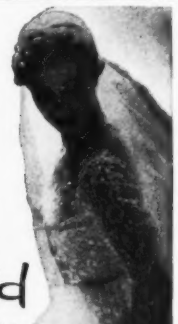

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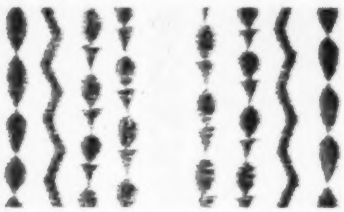
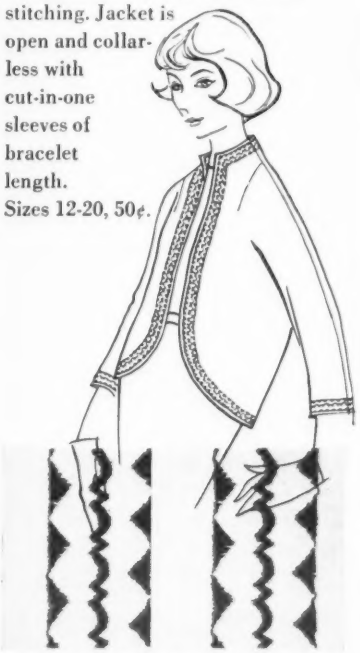
Accent on embroidery

2428 — A Simple-To-Make blouse in a blaze of embroidery and baby rick rack trim. Use columns of your favorite decorative stitches; be as bold as you like about color. This boat-necked overblouse was embroidered on the *Pfaff #230 Automatic Sewing Machine*. In sizes 10-16, 35¢.



2269 — A fetching little curved jacket bounded on all sides by embroidery. The border was made automatically on a *Pfaff #230 Sewing Machine* and consists of three separate rows of stitching. Jacket is open and collarless with cut-in-one sleeves of bracelet length. Sizes 12-20, 50¢.



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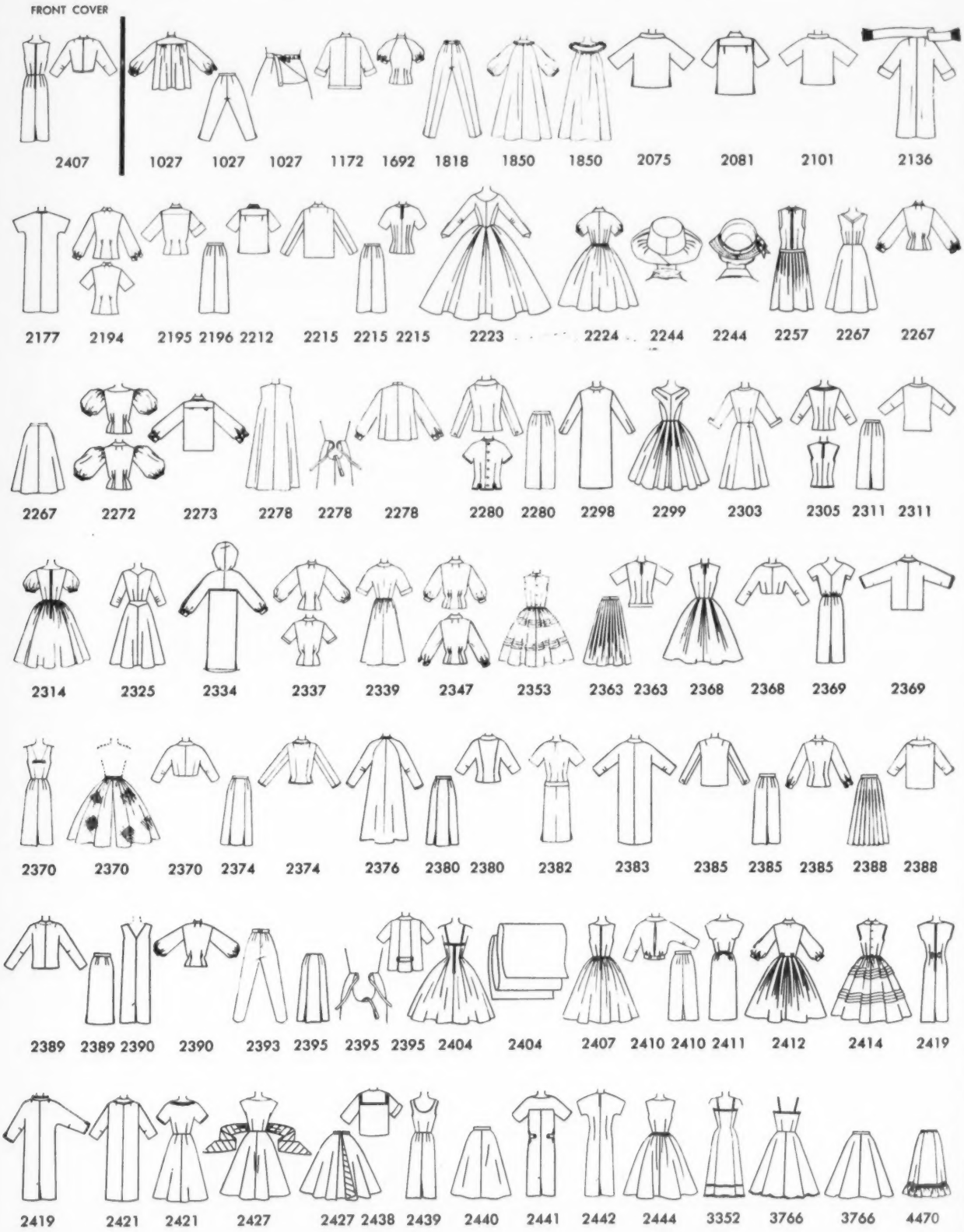
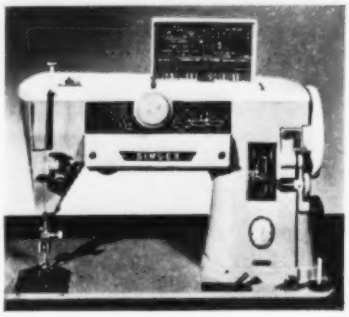
ADDRESS_____

CITY_____ ZONE____ STATE_____

Backviews for styles shown on pages 41 through 86



Sewing circle



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A time for white

2317 — At First Communion, this pretty dress with two-layer full skirt. Sizes 7-14, 50¢.

2317

2353 — At confirmation, this collarless bouffant frosted with bands of lace. Sizes 7-14, 50¢.

2353

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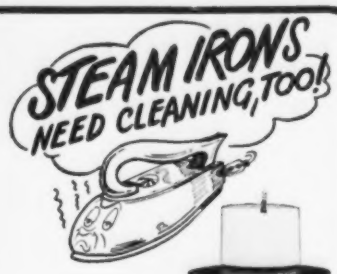

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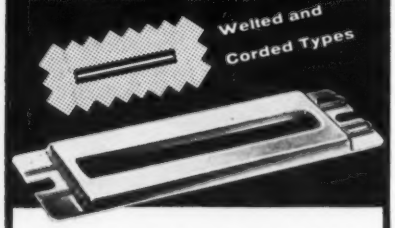

Now for the first time you can make bound buttonholes with a professional look in a fraction of the time required by any other method. With the aid of a *Rencrest Bound Buttonhole Maker* you have a new simplified method that gives each type of bound buttonhole exacting uniformity. No matter if you're a beginner or an expert, with this unique buttonhole maker you can easily give your dressmaking the mark of distinction found only in higher priced quality clothes. Handy for years of use with any machine.

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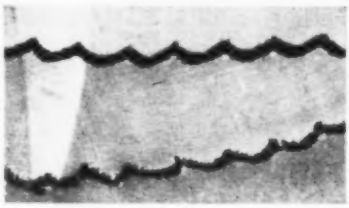
Approximate yardages

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

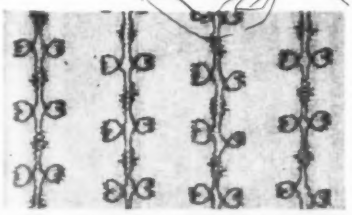
No.	Pages	Size		Yards	Width
1027	85	14	Blouse	2⅜	45"
			Pants	2	45"
1172	70	16		1¾	54"
1390	67	One Size	Hat	⅝	35"
			Dickey	½	35"
			Collar & cuffs	½	35"
1692	56	14		1⅞	36"
1818	71	24		2⅜	36"
1850	84	14	Nightgown & negligee	6⅛	45"
2075	86	15		2⅞	36"
2081	86	Med.		2½	36"
2101	86	10		2	36"
2136	69	15		6¼	35"
2177	57	14		3⅛	36"
2194	60,61	16	Short sleeved blouse	2¼	36"
			Long sleeved blouse	2½	36"
2195	71	14		2⅛	36"
2196	57	26		1	54"
2212	86	10		1½	36"
2215	77	16	Suit	4⅝	36"
			Blouse	1½	36"
2223	80	14		8⅛	50"
2224	42	14		5	36"
2244	66,77	22	Soft type hat	⅞	36"
			Tailored hat	½	35"
			Bag	⅝	35"
2267	78,79	16½	Blouse	2¼	36
			Jumper	2⅛	54"
			Skirt	1¾	54"
2272	62	14		2	36"
2273	70	16		2⅛	54"
2278	84	14	Dress	3¼	45"
			Blouse	2½	45"
2280	83	10	Suit	3¾	36"
			Blouse & jacket lining	3⅛	36"
2298	52	14		3⅛	45"
2299	65	14		5½	39"
2303	64	16		3½	44"
2305	63	16	Blouse with ¾ sleeves	2⅛	36"
			Sleeveless blouse	2⅜	36"
2311	55	14		2½	54"
2314	82	10		6⅝	36"
2325	81	16½		3⅞	39"
2334	51	14		3	54"
2337	51	14	Short sleeved blouse	2	39"
			Blouse with ¾ sleeves	2¼	39"
2338	64	14		4⅛	42"
2339	62	14		4	36"
2347	63	16	Long sleeved blouse	2⅝	36"
			Blouse with ¾ sleeves	2⅜	36"
2353	81	7		4⅝	35"
2362	53	14		2⅛	54"
2363	83	10		3¾	44"
2368	47	14	Dress	6⅛	36"
			Jacket	1¾	36"
2369	46	16	Dress & jacket	5½	36"
2370	58	14	Dress	3	36"
			Jacket	2⅛	36"
			Overskirt	4¼	36"
2374	48	16		3⅜	45"
2376	42	16		5	36"
2380	54	14		2¾	54"
2382	55	14		2⅛	54"
2383	50	14		5⅜	36"
2385	49	14	Suit	4	36"
			Blouse	2½	36"
2388	55	14		4⅜	44"
2389	60	14	Jacket	1⅞	54"
			Skirt	1	54"
2390	59	14	Blouse	2⅝	36"
			Dress	2⅞	36"
2393	70	14		1½	54"
2395	85	14		3¾	45"
2404	73	14	Dress	8⅝	36"
2407	41	14	Dress	3	36"
			Jacket	1¾	36"
2407	56	14	Dress	3⅞	36"
			Jacket	1⅞	36"
2410	54	14		2⅞	36"
2411	65	14		3¼	36"
2412	76	16		6⅛	36"
2414	80	14		5⅛	45"
2419	44,45	14	Dress	3	36"
			Coat	5⅛	36"
2421	77	16	Dress	4¾	36"
			Coat	3⅛	54"
2427	75	14	Dress & facing	6⅞	36"
			Overskirt & tie ends	4⅜	36"
2438	57	14		2½	36"
2439	57	14	Dress	3⅛	36"
			Jacket	1⅜	36"
2440	56	26		1⅞	54"
2441	53	14		3	44"
2442	51	13		2	54"
2444	74	14	Dress & jacket	4¾	44"
3352	64	16		2¼	39"
3766	64	14	Slip	2½	35"
			Petticoat	2⅜	35"
4470	65	16		1⅜	35"

Accent on embroidery

2429 – Sleeveless blouse collared with a double ruffle curved in front and dipped in back. Raw edge of both was finished with machine embroidery scallops, then cut away. The scalloping was done automatically on *Necchi's* versatile *Supernova Sewing Machine*. In sizes 11-18, 35¢.

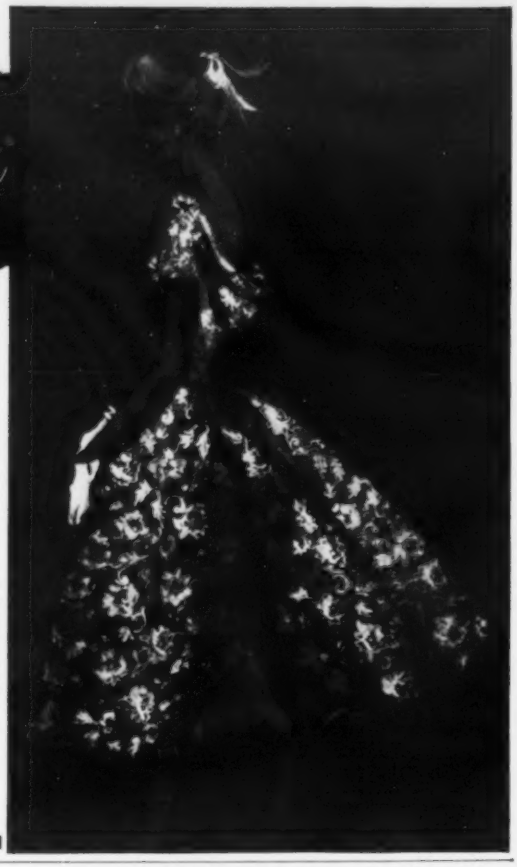


2429 – Embroidery lends special charm to the billowy puffed sleeves of a party blouse. These were striped automatically on a *Necchi Supernova* using Necchi's loop disc. The blouse itself has pert shoulder bows and a deeply plunging neckline in back. Sizes 11-18, 35¢.



All Simplicity Patterns are printed.

Laces by Ametex



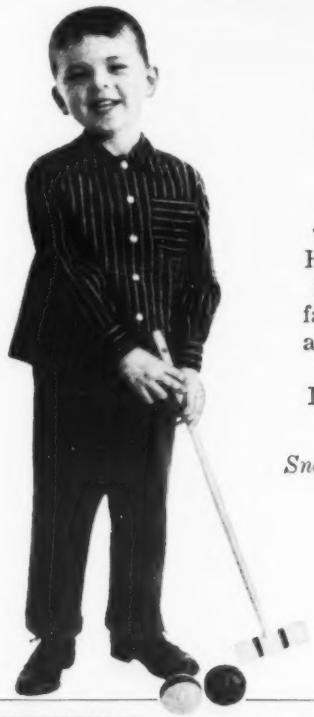
These exciting laces are featured by famous fashion creators . . . and are sold in America's finest stores everywhere.

AMETEX CHANTILLY LACE No. 10703

SIMPLICITY PATTERN No. 2411

Write to Pawtucket, R. I. for free leaflet "How to Sew Lace"

American Textile Co., Inc.
25 E. 31 ST., N. Y. C. Mills: Pawtucket, R. I.
In Canada: Ametex, Ltd., 423 Mayor St., Montreal



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Famous designer tells home sewers

How To Make Lovelier Clothes With Less Work

as told to
GRACE HEMING
Fashion Director

If you make your own clothes, chances are you'll be one of America's better-dressed women this season, according to a leading fashion designer!

**Perfect Fit Easy—
Follow One Basic Rule**

In an off-the-record interview he said, "The woman who sews for herself can have something impossible to duplicate in even the most expensive ready-mades. That is perfect fit. Without it, the most beautiful gown has no more appeal than a flour sack. That's why women who can, will pay a "name" fashion house $300 or more for a custom-made dress. Actually there is no mystery to fitting a dress properly. Any woman can alter, remodel or fit a new dress easily, by following one basic rule.

**Use A Dress Form That
Duplicates Your Figure Exactly**

He continued, "The rule is this. Never try to fit a dress on yourself, and don't guess on measurements. Chances are you'll make so many mistakes you'll spend hours ripping, and still wind up with an ill-fitting dress that looks 'home-made'. The only way to get professional results and fit a dress so that it highlights your best lines and minimizes your figure faults, is to fit as professionals do—on a dress form. And make sure that form matches your measurements exactly as they are *this* season."

**Your Best Sewing Investment:
An Adjustable Dress Form**

Because losing or gaining a few pounds, or even changing your foundation garments can change your measurements, the only practical solution for a home sewer who wants perfect fit is an Acme Adjustable Dress Form. This unique form adjusts in a few moments to duplicate the figure, no matter how it may change. Thus the form can be used season after season.

With this form, dressmaking becomes a hundred percent easier, because there's no guesswork. You fit your dress right on the form, so you can get seams, waist and hem straight the very first time. You eliminate mistakes, save hours, and avoid the disappointment of discovering after you've finished a dress that it wrinkles or bags because it doesn't fit properly.

No matter how smart the style or expensive the fabric, no dress can look well on you unless it fits well. Therefore a good adjustable dress form, like the Acme, is indispensable for the woman who is interested in good fashion and perfect fit. It is just about the best investment any home sewer can make.

NOW...and for your lifetime MAKE DRESSMAKING EASY!

Acme A-D-J-U-S-T-A-B-L-E DRESS FORM

adjusts quickly and easily... "Gains" or "Reduces" with YOU!

Acme Adjustable Dress Form lasts forever. Has light, sturdy Duratex frame, covered with smooth, easy-to-pin Jersey-cloth; strong iron base and backbone. Each part adjusts quickly, easily, separately at a touch—then holds position rigidly till you change it.

ALL 3 MADE THEIR DRESSES ON ONE ACME FORM!
These sisters and their mother wear different sizes, yet they make all their clothes on the same wonderful Acme—the unique *adjustable* dress form that will adjust to your figure and be your own personal 3-D mirror even if you gain or lose pounds!

HELPS YOU ALTER, REMODEL, MAKE BEAUTIFUL CLOTHES EASILY IN HALF THE USUAL TIME!

Tired of trying to fit clothes on yourself, or waiting for a friend to help? Tired of a dress form that's useless if you gain or lose weight? Then it's time to end all your fitting problems, forever, with a wonderful Acme Adjustable Dress Form!

***Duplicates Your Figure Exactly—
Takes The Guesswork Out Of Sewing***

No matter what size you are . . . even if you're an "in-between" or half-size, or have hips a size larger or smaller than your bust . . . your Acme Form will adjust quickly and easily to duplicate your exact measurements *all ways and always*. If you gain or lose inches, your Acme Adjustable Dress Form will "gain" or "lose" with you!

***See In Advance How Finished
Dress Will Look***

Because you can fit, pin and baste your dress right on the dummy, you can see *in advance* how the finished dress will look. You can avoid ripping and re-sewing. You won't make time-consuming, expensive mistakes.

Make Your Dress Right On The Form!

You can create your own unusual styles right on the form! Sew for yourself or anyone in the family without waiting for fitting help, because your Acme is always there when you need it, ready to serve you.

Save Dollars And Hours!

With an Acme you get a perfect fit in minutes! Enjoy altering your clothes yourself, and save costly alteration charges! Have smart, new, custom-fitted fashions at a fraction of usual cost! Transform last year's clothes into the latest style for the cost of the thread alone. You'll make clothes that look lovelier—have true, professional fit—yet you'll make them with far less work and *in half the usual time!*

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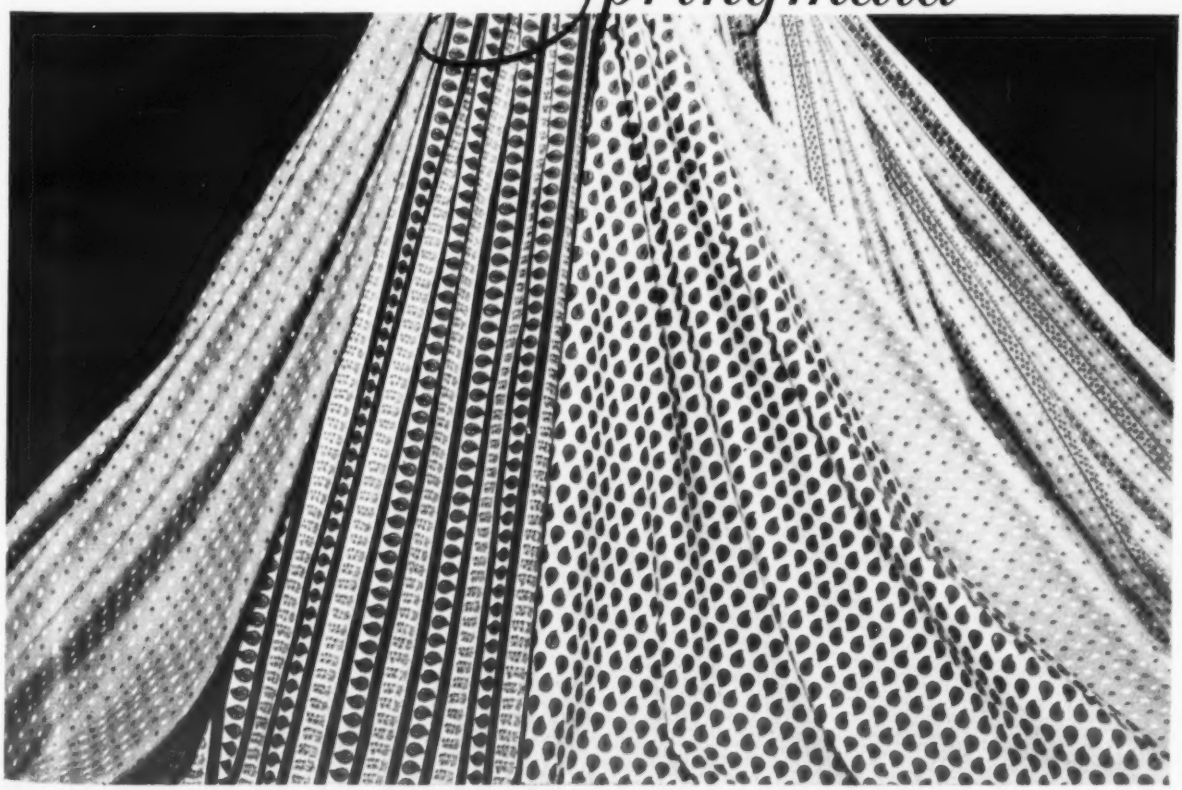

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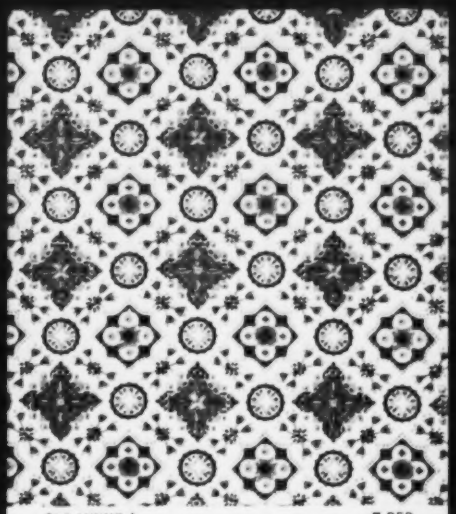

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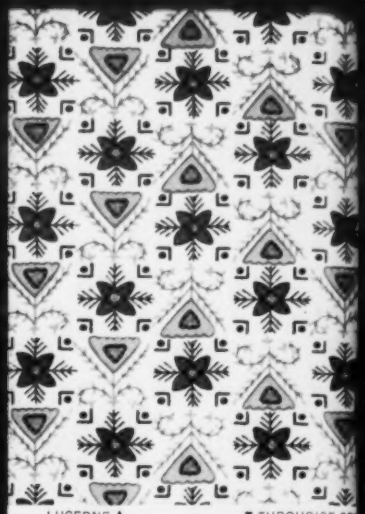

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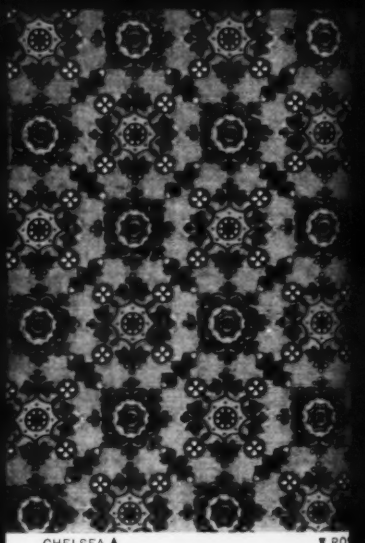
FAIRMONTE ▲ ▼ PECAN



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